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THE *Best* RED ROSE
OF ALL TIME

(See Page 3)



© J. & P. CO.

New Hybrid Tea Rose . . . NEW YORKER (Plant Patent Applied For)

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THE FALL 1948 PARADE OF

Modern Roses
AND PERENNIALS

Jackson & Perkins Co. *World's Largest Rose Growers,* NEWARK, NEW YORK

TOP All-America Selection for 1948 Gardens!

Diamond Jubilee

(Plant Patent Applied For)

**STATELY, ENDURING 5 to 6" BLOOMS...
OPEN SLOWLY...NON-FADING...FREE BLOOMING**

Diamond Jubilee Is Outstanding Because:

- Flowers open slowly and last exceptionally well either on the bush or as cut flowers.
- Heavy-textured petals do not fade or burn even in warm weather.
- Sturdy, rugged plants are vigorous and disease-resistant, with leathery green foliage.
- Abundance of flowers 5 to 6 in. across. Long heavy stems.
- Warm glowing buff-orange color has a fascinating radiant sparkle.
- Winner of top honors in 1948 All-America Trials.

The loveliness and perfection of this handsome new J. & P. Rose will amaze you when its enormous flowers appear in your garden next June. You will join the experts who voted this top honors in the All-America Trials for 1948. The blooms, of surpassing loveliness on a plant which is most attractive in itself, give you undeniable proof that here indeed is the "Queen of Flowers."

Profuse Blooms . . . Long-lasting

The color is warm glowing buff-orange, deeper in cooler weather with a radiant sparkle from a touch of orange-yellow at the base of each petal. Often 5 to 6 in. across, the many stately flowers on every plant are fully double and high-centered. They open slowly, providing many thrilling hours as you watch the buds gradually unfold . . . Diamond Jubilee lasts exceptionally well either on the bush or as cut flowers. The many heavy-textured petals do not fade or burn even in warm weather, but rather intensify in color as the flowers open.

Delightful Form and Fragrance

You will enjoy a rich soft Old Rose fragrance as you bring this captivating beauty to your face. Warmth of color, perfection of form and rugged vigor are yours in greater measure from Diamond Jubilee than from any other Rose.

The plant is sturdy and full, well clothed with rich dark green foliage, and the constant succession of flowers is held erect on long stems.

Flowers... 5 to 6 in., high-centered; long-lasting.

Fragrance... warm delightful Old Rose.

Lasting... the warm buff-orange flowers stand up particularly well. No sunburn.

Vigorous... the 30-in. plants are unusually hardy, bushy, with dark green foliage.

Top Honors. All-America Rose Selections 1948.

Created By. E. S. Boerner, J. & P. Director of Research.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

Diamond Jubilee



© J. & P. CO.

VISIT THE J. & P. DISPLAY GARDEN THIS YEAR

There will be a constant show of bloom any time until frost!



Partial view of the New J. & P. Display Garden. Note the luxuriant growth of Red Pinocchio, New Yorker and Diamond Jubilee in the foreground. At all times there will be a magnificent display of these gorgeous roses in bloom continuously until frost. Visitors are always welcome at the garden.

Jackson & Perkins Co.

World's Largest Rose Growers

WHY THE EXPERTS SAY:

"FALL is the IDEAL Time to Plant Roses!"
**ASSURES EARLIER,
 MORE PROFUSE ROSES NEXT SEASON**

Besides the advantages to the plants, there are many conveniences for you. The soil is mellow, easy to work. Prepare it any time at your convenience, and then leave it until the postman delivers your J. & P. plants. It is then only a matter of a few minutes to put them in the prepared ground. You can be confident of earlier, better blooms next June because the plants make new roots in the late fall and early spring . . . will produce blooms almost like an established plant.

Roses Shipped at Proper Time

Anything you order from us this fall will be sent to you postpaid and fully guaranteed, at the proper time for planting in

your particular locality. We know the horticultural zones for all parts of the country and check weather reports regularly so we can ship our plants to you at the right time.

Plant Even When Ground Is Frozen

You can plant Rose bushes even when the ground is beginning to freeze, as long as you protect the roots of the plants against direct exposure while they are being set out. Simply keep the roots covered so that they do not freeze while you are planting the Roses. Once they are in the ground, the plants will be perfectly safe if you follow our simple instructions for normal winter protection. Instructions sent free with every order.



All Plants Guaranteed To Live and Bloom

Every plant you order from Jackson & Perkins is guaranteed to live and bloom in your garden. All are shipped to you postpaid. Order TODAY with absolute confidence that you will be well pleased with the results.

THE Best RED ROSE OF ALL TIME!

**ENORMOUS!
 HOLDS RICH COLOR
 WITHOUT FADING!**

New Yorker
 (Plant Patent Applied For)

1948 GOLD MEDAL AWARD—INTERNATIONAL ROSE TEST

A truly red, red Rose that stays red until the petals wither and fall. The dark color is clear and sparkling, and the flowers are tremendous . . . often measuring 6½ in. Delightful, almost raspberry fragrance. Agreed by many experts to be the Best of all red Roses. Not only is the color long-lasting and sun-resistant, but the bushes are also upright and vigorous. The young shoots and new growth are bright red, adding to the beauty and interest of New Yorker in your garden.

Hardy and disease-resistant, it will produce a continuous succession of high-centered blooms from June until cold weather. At the International Flower Show in New York, where New Yorker was shown for the first time, the New York World

Telegram said: "New Yorker is Queen of Roses at New York Show."

Awarded Gold Medal for 1948 in a test of 152 varieties at the International Test Garden, Portland, Oregon.

Outstanding...brilliant red, unfading color.

Flower...scarlet with rose-red undertones and overlaid with rich velvety sheen.

Plant habits...3 ft., bushy . . . very vigorous, hardy, disease-resistant.

Budsopen slowly; perfect form and texture.

Origindeveloped at Newark, New York, in 1942 by E. S. Boerner.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

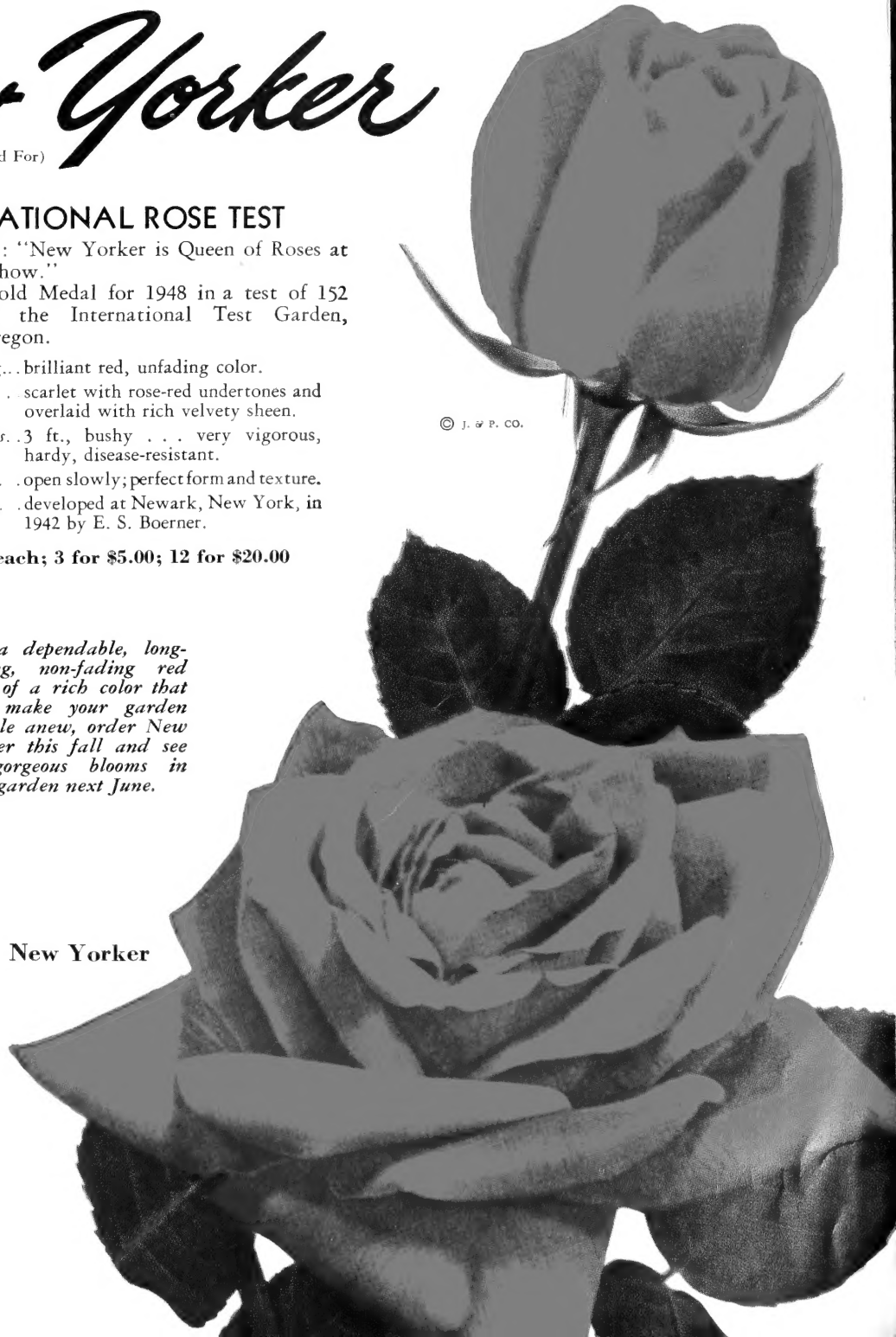
© J. & P. CO.



New Yorker is particularly handsome in strong rich arrangements for dramatic settings. This particular arrangement was shown at the International Flower Show in New York and won much acclaim.

For a dependable, long-lasting, non-fading red Rose of a rich color that will make your garden sparkle anew, order New Yorker this fall and see its gorgeous blooms in your garden next June.

New Yorker



New! J. & P. Hybrid Teas

MME. HENRI BONNET (Left)

(Propagation Rights Reserved)

Flawless form in an exquisite Rose of deep salmon-pink overlaid soft golden orange. Remarkably long-lasting qualities add to its usefulness as a cut flower. The "chic" bud is long, slender and graceful. Darker in color, it quickly reveals unusual perfection as the flower develops and the waxy firm petals reflex, curling back at the outer edges to show soft tones inside the petals in contrast to the darker outside. Your admiration will become utter amazement and humility as the rich pink of the inner petals in the center of the bloom begins to show. The wide flaring outer petals lighten imperceptibly to a delicate silvery pink with deeper veinings.

At all stages from the partially open bud to the completely developed flower, the outer edge of each petal rolls back touching the larger petals beyond it. The overall effect is that of a perfect waxy rosette. Remains firm and strong, never losing its fresh crisp texture.

One of the finest garden Roses for cutting because it has especially long, strong stems. If cut and conditioned properly the blooms will last for an amazingly long time in the house. The upright, 2 to 3-ft. bush is hardy, a characteristic derived from the wild Nutkana Rose of Alaska. The young new foliage has the attractive rich bronze of red barberry.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



Mme. Henri Bonnet

© J. & P. CO.

VALIANT (Right)

(Propagation Rights Reserved)

A bold red Hybrid Tea with a particularly lovely bud that proudly displays its perfection of form. Standing erect on strong stems, the bud seems anxious to call attention to itself . . . so proud of its superiority. The equally lovely bloom is a luminous crimson, becoming bright red as the flowers open. The first two outer petals reflex gracefully, rolling back like languid velvet. The bloom is high-centered and bold in its color and erect manner. Frequently measures 5 to 6 in. across. A true aristocrat in any garden.

A hardy, vigorous grower with blooms that you can depend on for outstanding performance in your garden next summer. In addition to its lovely form and color, it has a marked fragrance appropriate for so strong and rich a Rose.

Perfectly hardy and vigorous, Valiant can be planted this fall with absolute confidence that it will add a new note of splendor to your garden next year.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

Valiant



©
J. & P. CO.

New Floribundas

LAVENDER PINOCCHIO

(Propagation Rights Reserved)

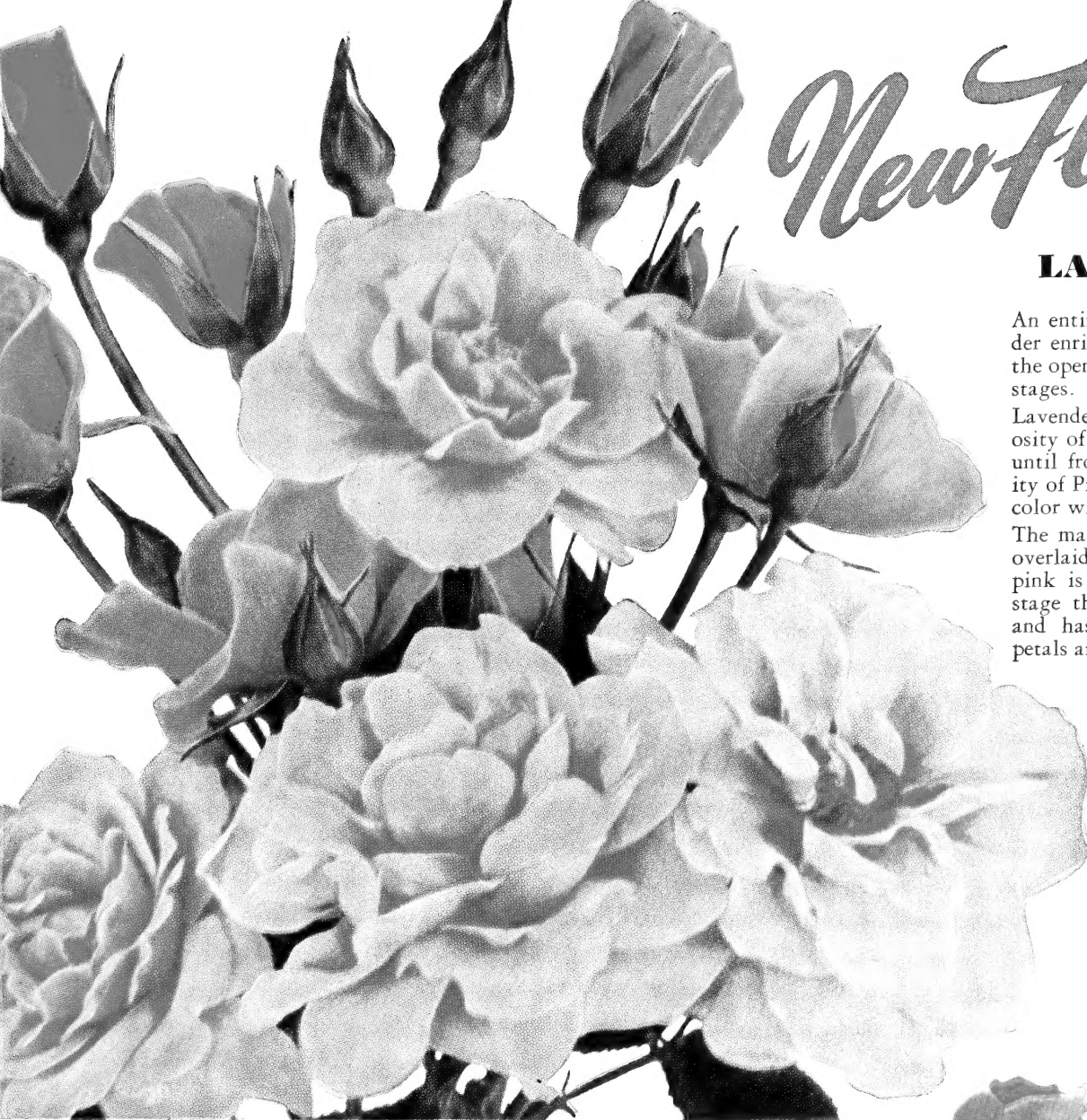
An entirely new color in roses! A true clean lavender enriched by a mass of golden-yellow stamens in the open bloom. This lovely color changes at various stages.

Lavender Pinocchio is a true Floribunda in its generosity of bloom and the continuous clusters from June until frost. Inherits the exuberance and dependability of Pinocchio, but has its own distinctive lavender color with lovely variations at different seasons.

The masses of tight buds are warm chocolate-brown overlaid by dusty-pink. As the buds open this dusty-pink is followed by smoky pink-lavender. At this stage the edge of each petal is delightfully frilled and has a clean delicate lavender border. Outer petals are darker than those in the heart of the bloom but when at last the flower is wide open, the colors soften to dainty silver-lavender with faint suggestions of rosy-pink. The bright yellow stamens make a lovely contrast at this stage.

Each cluster frequently has a dozen blooms, ranging from tight buds to the lovely wide open 3-in. flower. The many buds in each cluster are not out all at once but stage a continuous show of color as new buds constantly open to take the place of the older flowers. The sustained effect of dainty color is charming for a long period of time. Has a delightful oriental fragrance.

\$2.00 each; 3 for \$5.00; 12 for \$20.00;
25 for \$37.50



© J. & P. CO.

Lavender Pinocchio

Printer's ink cannot do justice to the lovely coloring of this Rose. It is distinctly chocolate-lavender from the bud to the half-open flowers. As the blooms develop, the chocolate becomes a delicate silvery lavender. Even as the twilight skies vary with the season, so do the lovely colors of Lavender Pinocchio vary in spring, summer and fall.

HOLIDAY (Right)

(Propagation Rights Reserved)

This gay new Floribunda is a festive combination of bright warm colors. Generous clusters of large-sized buds are orange-yellow brushed pink on the outside and strong vermilion-red inside. As the blooms open the strong depth of color gradually gives way to a softer, more delicate tone.

The open flowers are lively flame-pink with a clear golden-yellow eye at the base of each bloom. The reverse side of the petals is a clear yellow which softens to a buff-yellow at the finish. In the later stages the outside of each petal seems almost silvery and the petal curls back to show the deep pink inner coloring. The blooms are 3 to 3½ in. across.

The plant is strong and vigorous and the shiny foliage is very decorative. An excellent Floribunda for masses of color in gay contrasting tones. Such coloring in generous clusters gives your garden a true holiday atmosphere all summer long. Rich sweet fragrance is reminiscent of cloves.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15



Holiday

1949 ALL-AMERICA WINNERS

FORTY-NINER (Left) (Plant Patent No. 792)

A noteworthy bi-color of brilliant rich contrast. The outside of the petals is dazzling chrome-yellow, sometimes overlaid with pink, changing to straw-yellow in the open bloom. This yellow color is most evident in the bud. The inside face of the petals is a vivid orient-red changing to cherry-red with age. These glowing colors contrast so vividly and so beautifully that the bloom draws attention and admiration at first glance.

The long-pointed, delightfully formed buds open into unusually well-shaped flowers with mild, pleasing fragrance. Blooms lasting and beautiful until the last petal drops.

The exceedingly vigorous plant is tall and upright with splendid stems and relatively few thorns. It is moderately branching, disease-resistant and very vigorous.

Noteworthy . . . exceptionally strong, beautiful bi-color.

Buds . . . long, pointed and delightfully formed, developing into well-shaped, fragrant blooms.

\$2.50 each; 3 for \$6.25; 12 for \$25.00

Forty-Niner



Latest All-America Winners

All 5 Roses on these two pages plus Diamond Jubilee.

One each:

Diamond Jubilee (p.2)
Forty-niner
Tallyho
Nocturne
Taffeta
San Fernando

Group \$708

Value \$13.00

Save \$2.15

Only \$10.85

TALLYHO (Below, Left) (Plant Patent Applied For)

A unique and unusually beautiful color. The inside of the petals is always a delightful shade of pink but varies considerably according to the season and in various parts of the country, while the outside of the petals is darker . . . ranging from crimson to cardinal-red. Although it is a bi-color, the contrast is not great but is rather a delicate and completely lovely blending of warm, widely loved colors.

Robust growth to a remarkable degree makes Tallyho an amazingly satisfying garden subject. Continually branching and spreading, it throws out long straight stems

each topped by a beautiful bud. Don't be surprised if Tallyho is one of the largest plants in your Rose garden.

The blooms themselves are dependable and have plenty of substance plus a full spicy fragrance that is always welcome.

Coloring . . . shades of pink inside the petals, crimson to cardinal-red outside.

Delicate . . . a soft, pleasing bi-color.

Fragrance . . . full and spicy; delightful.

Plant . . . particularly large and strong.

\$2.50 each; 3 for \$6.25;
12 for \$25.00

NOCTURNE (Below, Right) (Plant Patent No. 713)

Bright cardinal-red with dark intriguing shadings of chrysanthemum-crimson. A somewhat lighter but equally beautiful shade even in extremely hot weather. The large petals have good substance and a very rich, velvety texture.

The bud of this lovely Rose is gracefully long and perfect. Firmly erect on strong stems, it is splendid for cutting and stands up well on the bush. As it opens gradually in your garden, you will have many hours of keen enjoyment in watching this lovely bloom develop. In addition to its other good qualities, it has a mild but very pleasant fragrance.

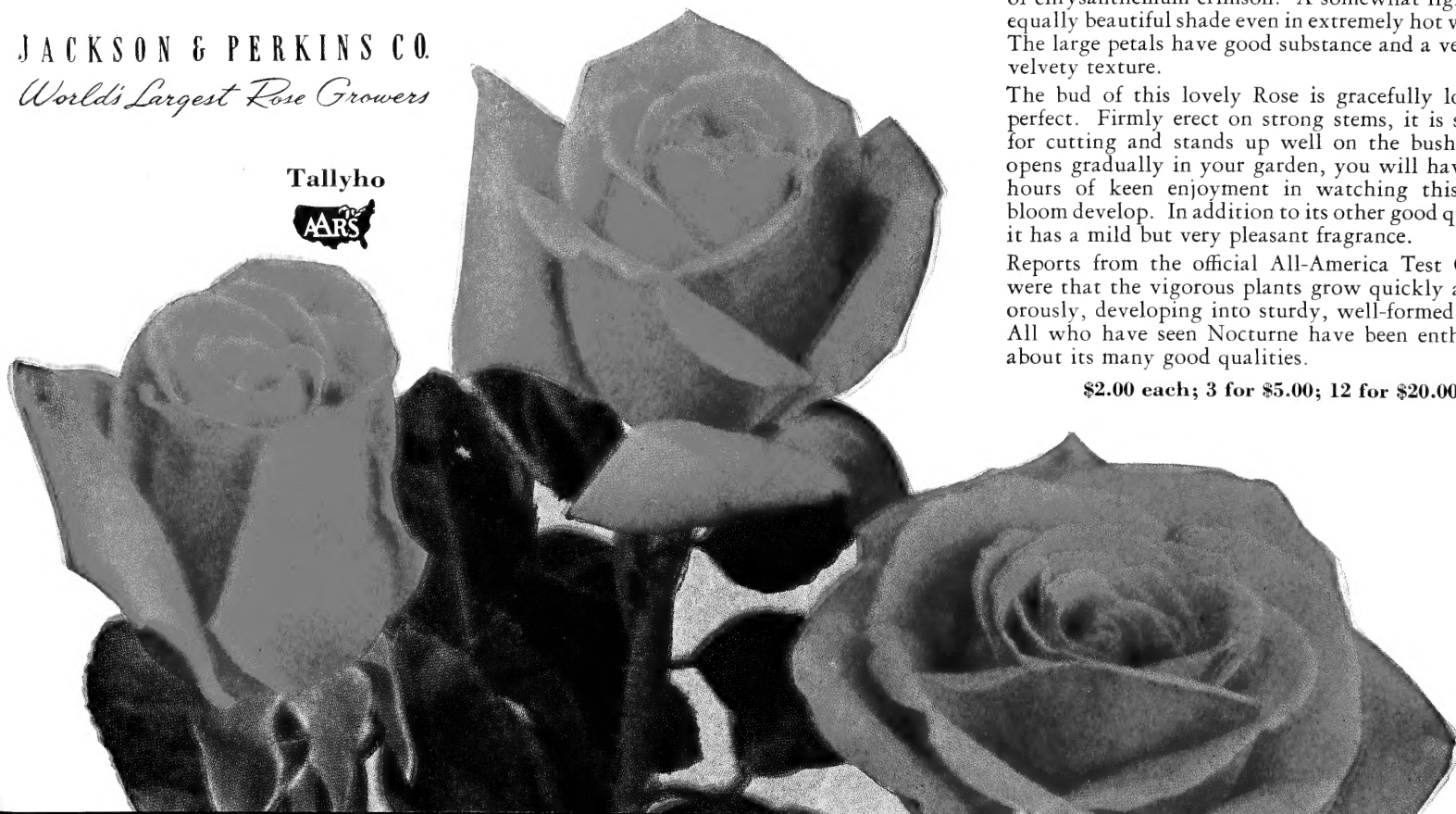
Reports from the official All-America Test Gardens were that the vigorous plants grow quickly and vigorously, developing into sturdy, well-formed bushes. All who have seen Nocturne have been enthusiastic about its many good qualities.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

JACKSON & PERKINS CO.

World's Largest Rose Growers

Tallyho



1948 ALL-AMERICA WINNERS



San Fernando



TAFFETA (Below) (Plant Patent No. 716)

Lovely changeable color combinations throughout the season make Taffeta a constant source of enjoyment in any garden. At various times it may be described as rose-pink, salmon or apricot, but the predominating color is a rich carmine-rose in the bud changing to begonia-rose in the open flower. Warm yellow always shows on the reverse of the petals.

A splendid producer of many long-stemmed, perfectly formed buds with delicately veined petals. These develop into semi-double blooms having about 20 crisp petals and a very pronounced fragrance. The changing colors and the yellow reverse of the petals makes the full open bloom unusually interesting and beautiful. Vigorous and upright, the plant is moderately bushy, with deep glossy dark green foliage, enhanced by the mahogany-red of the new growth. Tested in all sections of the country, Taffeta has proved itself a true All-America winner.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

SAN FERNANDO (Above) (Plant Patent No. 785)

A perfectly shaped, long, streamlined bud of an intense brilliant red *plus* a heady perfume are the outstanding characteristics of this glamorous Rose.

The lovely buds develop into remarkably long-lasting blooms of glowing currant-red changing to bright scarlet as the blooms mature. The big, glowing petals are firm and healthy, making a long-lasting flower which holds the captivating fragrance until the last petal drops.

The superiority of San Fernando is typical of the outstanding new varieties of Roses

available for your garden as a result of the nation-wide All-America Selections tests. Not only is the flower itself an improvement over many old varieties, but the plant itself is also upright and moderately vigorous, with dark green, leathery foliage.

Coloring...glowing currant-red changing to bright scarlet.

Fragrance...pronounced and captivating. Lasts well.

Honors...All-America winner for 1948.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



Nocturne



Taffeta



**FAMOUS
J. & P.**

Floribundas

Pinocchio

© J. & P. CO.

THAT NEW RACE OF

MASSES OF COLOR

Pinocchio

(Plant Patent No. 484)

**Clusters of
Flowers ... Always in Bloom**

(Left) Truly the all-purpose wonder of rosedom and, of course, a J. & P. introduction! Extremely hardy, very easy to grow, always in bloom, with hundreds of flowers on every bush setting the entire plant aglow with gay harmony. Clusters of exquisite pointed buds open gradually to long-lasting Miniature Tea Roses, 1½ inches across.

Always in Bloom—Long-Lasting

Pinocchio blooms so exuberantly that the word "everblooming" seems inadequate . . . as the last flowers in a cluster finish, the first buds are opening on other shoots, bringing new interest daily. The flowers are long-lasting in all kinds of weather. Each plant is a riot of color in June and then continues to bloom right up until frost.

Appealing Color—Artistic Sprays

The winsome buds are rich appealing salmon, flushed with gold at base, gradually changing to soft clear pink as the "sweetheart" flowers open and acquire deeper pink edges. Exotic, fruity fragrance. The artistic sprays of buds and blooms are incomparable for mass or miniature flower arrangements. They often keep from 8 to 10 days in the home. Unrivalled for boutonnieres.

Many Uses—Continuous Display

In the garden Pinocchio has many uses and generously fulfills them all. It is ideal to plant in shrub and evergreen borders, particularly effective in continuous summer and fall color after the flowering shrubs are done. The cool pink masses are refreshing in mass plantings and edgings for paths, drives, beds and borders.

Bred to endure rigorous winters and to bloom abundantly from early June through the hot summer and fall; a welcome addition to any garden. Planted in combination with Red Pinocchio (opposite page) and Lavender Pinocchio (p. 5) it will make your garden a riot of color from June to frost. The many clusters on each plant create an unbelievably striking picture.

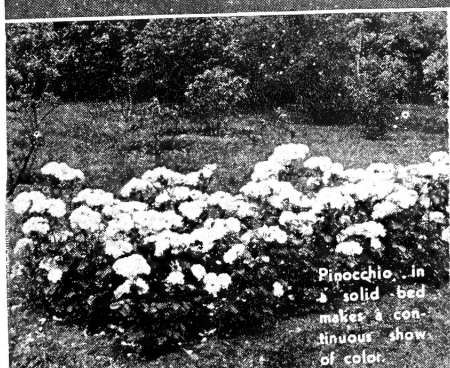
Buds... pointed salmon flushed gold at base.

Blooms... in great clusters, opening slowly to miniature Hybrid Teas 1½ in. across, soft clear pink, acquiring deeper pink edges. Long-lasting. Exotic, fruity fragrance.

Plants... very prolific, continuous; hundreds of blooms to a bush. 20 to 24 in. tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

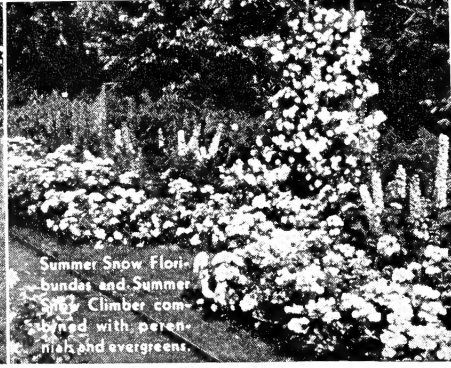
HOW TO USE FLORIBUNDAS IN YOUR GARDEN.....



Pinocchio, in a solid bed makes a continuous show of color.



Floribundas add color to the perennial border.



Summer Snow Floribundas and Summer Snow Climber combined with perennials and evergreens.



Mass plantings of Floribundas in a formal setting.



HARDY ROSES PRODUCING ALL SEASON LONG!

Red Pinocchio

(Plant Patent Applied For)

**The Popular
"Pinocchio" in Glowing Red**

(Below) Combines the best qualities of two of our most popular Floribundas, Pinocchio and Donald Prior. The 3½-in. delightfully fragrant roses are borne in large, long-lasting, unfading clusters, with individual blooms scattered between the mass flowerings. Color a rich dancing carmine, which deepens and acquires a velvety cast as buds open fully. Finishes with the same lovely cup-shaped bloom as Pinocchio but in a rich scarlet color. The buds are attractive deep satiny carmine on the inside . . . all a lovely picture. The bushy, upright plant is broad and vigorous, exceptionally free-flowering on long heavy shoots. A fitting companion for the very popular parents; will quickly win its way into your heart.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15

Red Pinocchio

©
J. & P. CO.



Marionette

The Pinocchio Family Group #448

| | |
|--------------------|-----------------|
| Pinocchio | (Opp. p.) |
| Red Pinocchio | (left) |
| Marionette | (above) |
| Lavender Pinocchio | (p. 5) |

Value \$6.00
SAVE \$1.00

\$5.00

MARIONETTE (Above)

(Plant Patent No. 569)

Amazing White ... As Good As Pinocchio

Thousands who prefer white Floribundas for mass plantings in conspicuous garden spots choose Marionette. All that is said of Pinocchio can be said of Marionette except for its color. Marionette is, in rosarians' language, a true "sport" of Pinocchio. Generous to the utmost, with hundreds of flowers on every bush. Incomparable for flower arrangements. Think of these dainty creamy yellow "sweetheart" buds in your garden and home. There is added interest in the unfolding of the fully double flowers, about 1½ in. across, as the pastel tint changes gracefully to immaculate white before the flowers finish. Unbelievable clusters are produced continuously all during the season.

Buds... beautifully formed, ideal for boutonnieres, nose-gays, the hair, etc.

Blooms... open gracefully in large clusters. Light, intriguing fragrance.

Plants... very hardy, vigorous, 24 in. tall. Use Marionette and Pinocchio for every garden purpose.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

ONLY ONE GRADE... *The Finest*

DEPENDABLE FOR MASSES OF

PINK BOUNTIFUL

(Left) (Plant Patent No. 601)

You will prize this lusty Floribunda in your garden for its soft pink flowers with their dawn-like glow. Large and delicate, but lasting bloom clusters provide a fresh, profuse mass of color all summer long.

When fully open, the colorful flowers measure up to 3 in. across, looking like miniature Hybrid Teas. Because of this, Pink Bountiful will go equally well in your Rose beds or in mass plantings. Its profusion of season-long bloom, delightful color and fragrance make it unusual and effective in any location.

The ovoid buds are tinted deep reddish pink and unfold demurely into flowers with a buff-salmon-pink heart flushing into a deeper pink at the outer petals.

The nutty fragrance adds to its charm when used in flower arrangements or nose-gays. With all its pure delicacy of form and color, Pink Bountiful is hardy, easy to grow and blooms very freely.

It is a petite relative of the Hybrid Tea particularly adaptable for cut-flower use. In the bud, it is a pretty compliment to miniature arrangements.

Color. delightful soft pink.

Bud. ovoid, deep reddish pink.

Bloom. 3 in. when fully open. Prolific bloomer.

Fragrance. . nutty, delicate.

Plant. vigorous grower with large, dark green, disease-resistant foliage. Medium height; hardy.

**\$1.25 each; 3 for \$3.15; 12 for \$12.50;
25 for \$23.45**



Pink Bountiful

© J. & P. CO.

Continuous-Blooming Rainbow Garden Group

Plant these proved varieties for a lovely color effect from June to October. Ideal in shrub or evergreen borders.

Pink Bountiful (page 10)

Chatter (page 10)

Goldilocks (page 11)

Marionette (page 9)

GROUP #468

Value \$5.25

SAVE 85c

\$4.40

CHATTER (right) has proved itself an unusually fine variety for mass plantings. A group of 3 or more plants is a continuous riot of color in any garden.



GAY COLOR

GOLDILOCKS

(Right) (Plant Patent No. 672)

Winner . . . John Cook Medal of American Rose Society awarded to

BEST NEW AMERICAN ROSE IN THREE YEARS

Here is the long-awaited true golden Floribunda! "Stardust refined to gold." Somewhere in your garden, a mass of glorious sunshine may now delight you from early spring all through the summer and fall. The clusters of bright yellow Roses are particularly colorful and showy.

Few of the many achievements of Eugene S. Boerner have brought more satisfaction than his development of this long-sought addition to the range of colors available in the Floribunda group.

The buds are ovoid in shape, resembling miniature Hybrid Teas in form, and a rich golden yellow in color. They open slowly and gracefully, passing through many attractive bud stages. The flowers are cupped in the early stages and gradually open to 3½ in. across. They last a long time, as fresh new buds keep replenishing the over-all effect of a golden yellow mass. The firm, thick petals number 45 on most of the buds. The dark green foliage is glossy, decorative and abundant. Plants have a dense, spreading, well-balanced habit of growth, reaching a height of 2½ ft. or taller.

Bud rich golden yellow.

Flower cupped in early stages. 45 firm petals.
Up to 3½ in. across. Lower petals reflexed.

Fragrance . . . wild-Rose.

Foliage glossy, abundant, disease resistant.

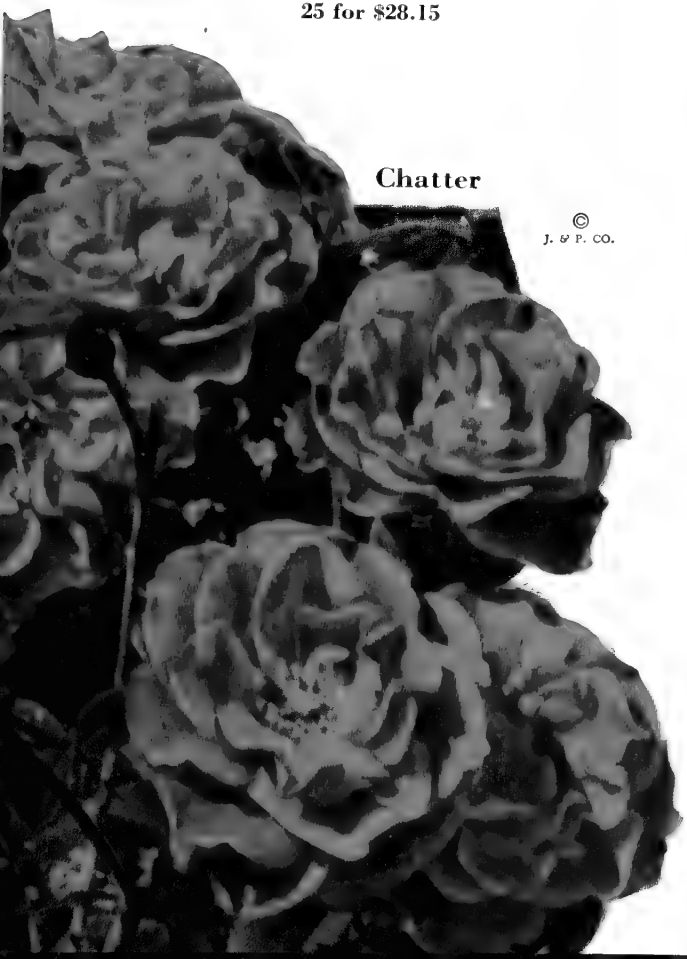
Plant spreading, 2½ ft.

**\$1.50 each; 3 for \$3.75; 12 for \$15.00;
25 for \$28.15**



© J. & P. CO.

Goldilocks



Chatter

© J. & P. CO.

CHATTER

(Left) (Plant Patent No. 739)

Remarkably Long-Lasting Flower Clusters!

The enormous bright crimson flower clusters on Chatter last two and sometimes even three weeks. Unsurpassed for garden color; ever-beautiful! Each bud in the cluster opens very slowly . . . and the mature blooms stay an unfading crimson for several days. As one flower finishes, new buds open to take its place. Each generous 7 to 8-inch cluster sparkles in your garden as a mass of bright crimson for two or three weeks. The many clusters produced on even a single plant give you a continuous display of dancing crimson from June to October.

Customers write us that Chatter is unequalled for masses of color; that the 2½ to 3-inch flowers with their velvety petals are a constant delight on rugged, disease-resistant, 18-inch plants. You will get more color in your garden from a few plants of Chatter than from any other flower we know of.

Plant it freely in beds and borders where you want a dependable, fool-proof color mass. Chatter has all the finest qualities of the Floribundas plus this grand new dancing crimson and a delicate old Rose fragrance.

Another J. & P. custom-bred aristocrat, winter-hardy, disease resistant and guaranteed to live and bloom.

Long-lasting. . . . remarkable flower clusters last as long as two or three weeks.

Vivid. unusually bright crimson.

Profuse. generous flower clusters, continuously in bloom.

Blossoms. 2½ to 3 in. Velvety, firm petals.

Fragrance. delightful old Rose.

**\$1.25 each; 3 for \$3.15; 12 for \$12.50;
25 for \$23.45**

GAIN A SEASON. *Plant*



Red Sweetheart

© J. & P. CO.

ONLY ONE GRADE... *The Finest*

Red Sweetheart (Left)

(Plant Patent No. 577)

Red Sweetheart! A new thrill for the thousands who grow and cherish the tiny little pink Sweetheart Rose! Red Sweetheart has the same dainty, sleek buds but in a rich crimson-carmine hue that holds well even when picked in the bud. Much more vigorous, more generous than pink Sweetheart and has plenty of foliage. 18 in. Blooms are dainty . . . 1 to 1½ in. across . . . profusely borne all season.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

Magic Red (Below, left)

(Propagation Rights Reserved)

Remarkably Long-Lasting Blooms

The greatest superiority of Magic Red is its unusual *lasting* qualities. For fully 10 days . . . and sometimes longer . . . each spray of 4 or 5 of these graceful blooms stands out in non-fading glory. Frequently the clusters of bright cherry buds are even more generous, having as many as 6 or 8 flowers in each gay cluster.

A truly heart-warming, pulse-quickenning red, the perfect 5-in. flowers are fully double . . . ideal to bring to your garden brilliant resonant masses of perfect color. Opening slowly as the magic of nature brings forth an endless display. The well-formed blooms stand out in good clear color for 2 weeks or more from the time the clusters first show buds until the fully developed blooms shatter.

The bright red color holds undimmed for days even in weather as extreme as the hot August suns of Mississippi. Added to its other features, Magic Red is delightfully fragrant and, of course, it keeps a long time as a cut flower. Does well everywhere; plants 2½ ft., dark, rich, disease-resistant foliage. Especially recommended for mass plantings in groups where the long-lasting flowers and rich color show off to best advantage in your garden.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15

Magic Red

These lovely blooms last 10 days or more!



© J. & P. CO.

WHY FALL PLANTING IS BEST

Roses planted this Fall get a better start and give you better results because by spring the plants are well established and make a healthy, natural growth. The roots are never completely dormant and some development will take place during the winter whenever the soil temperature rises a few degrees above freezing. The benefit to you is earlier, larger blooms next year.

Rose Elfe

(Below)

So exquisite are the perfect blooms of this strong, hardy Floribunda that one might easily believe that the elves themselves had taken full-sized, perfect Hybrid Tea blooms, multiplied them several times on a single stem and reduced them all to less than half size! The miniature rose-pink buds open to tiny, 2-in., high-centered flowers and offer not only a most attractive garden display but an opportunity for a great many cut flowers. Continuous blooming, June till frost. Known as Delight to the florists.

\$1.25 each; 3 for \$3.15;
12 for \$12.50; 25 for \$23.45



© J. & P. CO.

Rose Elfe

this Fall!

Rochester (Right)

(Plant Patent No. 131)

One of the finest of all Floribundas. Very popular with those who know Roses well. Blooms freely in a warm, rich tone. Unfortunately, printer's ink cannot do justice to the soft pastel light yellow tones of this flower . . . you will like it even better than the shades shown in the picture. Form and color as dependable as the plant is generous.

All season long, Rochester will give you enchanting blooms of almost Hybrid Tea size. No other produces more blooms per plant. A group planting of Rochester is a continuous display of flowers from early June till heavy frost. The bloom is medium large and double, with the breath-taking sensation of an oriental pearl mounted on gold . . . perfect in Hybrid Tea form. Rochester is remarkably hardy, sturdy and vigorous, with the cluster formation and free-blooming habit that make Floribundas so perfect for masses.

Color remarkably rich and warm.

Blooms no bush Rose more prolific. Grows 2 ft. tall, often higher.

In Groups . . . continuous mass of beautiful fragrant flowers.

Flowers exquisite soft yellow, contrasting with orange-carmine blush on reverse.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15



Rochester

Carillon (Below)

(Plant Patent No. 136)

Carillon is one of the best-loved Roses of all time. Like the symphonic thrill from the group of bells in a cathedral carillon. The fullest enjoyment is made possible by planting in groups of 6 to 12 or more for a magnificent carpet of lustrous coral-flame resting on glossy green foliage. Carillon is a singing Rose, cheerful yet restful with its entrancing flame and coral hues. This outstanding Floribunda, created by our own Dr. Nicolas, is a perfect Hybrid Tea in miniature. You'll love its profusion of dancing flowers. Most generous in bloom; grows best in North. The graceful, semi-

double blooms are large and fragrant, and the exquisite buds make handsome table arrangements and boutonnieres.

Color beautiful coral-flame.

Variety Floribunda par excellence; 24 to 30 in. tall.

Blooms large and pleasingly fragrant, continuous till frost.

Recognition . . Gold Medal, A.R.S.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15



Carillon

SAVE MONEY!

Red & White Group

A popular collection for a mass planting of red and white . . . one of the most striking garden combinations.

- 1 Carillon (right) flame
- 1 Magic Red (opp. page) . . . warm red
- 1 Chatter (p. 10) bright crimson
- 2 Summer Snow (p. 14) . . . pure white

GROUP # 618

Value \$6.25

Save \$1.05

\$5.20

JACKSON & PERKINS CO.

World's Largest Rose Growers



Color All Season... **BETTY PRIOR**

(Plant Patent No. 340)

Most Persistent Bloomer of All

Unusually tall and free-flowering; delicate pink color. In June, its colorful myriads of blossoms are indeed a glorious sight. All through the summer the perpetually forming buds and flowers, resembling red dogwood, never fail to keep color and attract interest. The buds are lively red, opening shell-pink, having 5 dogwood-like petals in shape, size and color. The healthy, vigorous plants are sturdy yet delicate in appearance and bountiful with their blooms.

Large Plants Bloom Continuously

In beds, borders, hedges, groups and large plantings, Betty Prior gives gorgeous mass color effects and many cut flowers throughout the year. Tallest of all Floribundas, it is an excellent plant for the background of a Rose garden or perennial border. An established plant in a sheltered position will go up as tall as 4 ft. or more. Unequaled for colorful, informal hedges and for curb plantings between the sidewalk and the street.

Color... buds lively red, open shell-pink.

Flowers... resemble red dogwood blossoms in shape and size. Blooms in large clusters in spring and continuously throughout the season.

Foliage... healthy young shoots of interesting red.

Plants... 3 to 3½ ft., full, abundantly branched.

\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$18.75



Betty Prior

© J. & P. CO.

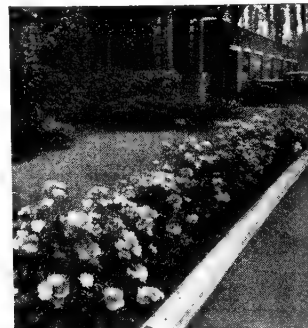
VIGOROUS!

HAS MANY GARDEN USES

With its continuous display of shell-pink blooms, liberally clustered all over the vigorous, healthy plant, Betty Prior can be used to good advantage at almost any place in the garden. The illustrations at right suggest but two of the more obvious uses; plant it freely in your own garden wherever you want dependable color and beauty.



A plant of Betty Prior lends a touch of color to an ever-green planting.



Few garden plants can equal Betty Prior for a lovely colorful flowering hedge.

PLANT BETTY PRIOR for

- HEDGES
- SPECIMENS
- FOUNDATION PLANTINGS
- BEDS
- BORDERS
- BACKGROUNDS

SUMMER SNOW (Right)

(Plant Patent No. 416)

The most prolific of white Floribundas, with great "drifts" of beautiful large clusters, all as clean as falling snow. The remarkable profusion of heavy flower clusters covers the plant during late June, July, August and September. Summer Snow Floribunda Roses are being used to work wonders in the "white gardens" now so much in vogue, also to accent and blend others colors in the perennial and shrubbery borders. Most reliable to heavily blanket any area you wish with immaculate white. Blooms continuously from early June until frost. Sweet, elusive fragrance. Light green, attractive foliage. Summer Snow planted with World's Fair Floribunda, gives a striking effect in any garden. 20 in.

Prolific... blooms freely from June to frost.

Buds... delicate buff-cream in large clusters.

Useful... excellent for hedges and mass plantings.

Flowers... clear white; dainty, 3½ in. across.

Plants... low, broad; splendid for foreground plantings in rose beds.

\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$18.75

Summer Snow

© J. & P. CO.



ONLY ONE GRADE... *The Finest*

GERANIUM RED (Right)

(Patent Applied For)

Unusual Geranium Color, Form and Fragrance

Imagine a Rose the color of a red geranium! That even looks like a geranium! If you can imagine this, you can visualize the loveliness and unusual qualities of our new 1948 Rose, Geranium Red.

The 4-in., camellia-like flowers of vivid spectrum-red border on the scarlet of the old-fashioned geranium. Heavily scented with the sweet heady fragrance of rose-geranium, it will brighten your garden or your home with its freshness. When the buds first appear, they are a dark oxblood-red, completely winning your heart as they open slowly, and the tumbled pattern of inner petals shows a brighter color in lovely contrast to the dark buds. The blooms appear both in clusters and also individually on single stems.

Geranium Red is definitely in a class by itself because of its very unusual color and its utterly amazing geranium fragrance. Once you inhale the aroma of this Rose, you will not lay it aside until you have satisfied your thirst for this new Rose scent.

- Very unusual.*...combines the color and fragrance of an old-fashioned geranium.
- Vigorous.*....produces flowers in clusters and individually on long stems.
- Color.*.....vivid spectrum-red bordering on geranium-scarlet.
- Fragrance*....has a very strong scent of rose-geranium.

\$1.50 each; 3 for \$3.75; 12 for \$15.00; 25 for \$28.15

HOLSTEIN (below)

(Plant Patent No. 395)

From one end of the land to the other, we are receiving increasing praise for the sensational Holstein, with its immense flower-heads that form a continuous carpet of striking red. It creates a dramatic effect, yet harmonizes well with other colors. Prolific, too...probably produces more flowers than any other variety. Equally effective for large mass plantings in public parks and large estates, or for a bold splash of color in a border or sidewalk planting.

- Flowers.* .4 in., with 6 petals of dark red with cheerful white eye.
- Prolific.*...immense clusters, larger than any other variety, continuous color all season.
- Plant.*...very hardy, disease-resistant, 24 to 30 in. tall, strong, upright stems. Vigorous, healthy foliage.

\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$18.75

Holstein

© J. & P. CO.

Geranium Red

NEW!



MOST POPULAR FLORIBUNDAS

Continuous Color from June to Frost! Great Clusters of Breath-taking Blooms in Generous Masses! Floribundas give you more garden beauty and enjoyment than any other flower. Plant this Special Collection of J. & P.'s most popular Floribundas.

- Betty Prior.....(opp. page)....shell-pink
- Pinocchio.....(p. 8).....salmon-pink
- World's Fair.....(p. 16).....large red
- Goldilocks.....(p. 11).....yellow
- Red Pinocchio.....(p. 9).....red
- Marionette.....(p. 9).....creamy-white
- Chatter.....(p. 10).....red
- Summer Snow.....(opp. page).....pure white

GROUP #458
Value \$10.00 SAVE \$1.65
only \$8.35

JACKSON & PERKINS CO.
World's Largest Rose Growers





World's Fair



© J. & P. CO.

GLORIOUS, MULTI- BLOOMING

Floribundas

WORLD'S FAIR (Left) (Plant Patent No. 362)**1940 Winner of First Award, All-America Selections**

Official Rose of the great New York World's Fair, this peerless beauty will continue to be one of the most outstanding Floribundas for many years. Clusters of velvety, rich scarlet flowers which almost hide the luxuriant foliage, become dark maroon in the fall. Large, double flowers are exceptionally hardy.

Will make a continuous display of color from late spring until frost stops the performance. Bushy plants seem to hide

themselves under the clusters of blackish scarlet blooms. An ideal plant to make your garden and grounds the envy of your friends . . . a source of pride for you and your family.

Prolific . . . continuous display, spring to frost. Generous, full clusters.

Size blooms nearly 4 in. across; 18 to 20 petals.

Vigorous . . . bushy; about 30 in. high.

Fragrance . . lightly fresh.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

CHEER (Below, Left)

(Plant Patent Applied For)

Acclaimed for its flashy show of color; brings a cheery, warm glow to your garden. This is the bright, deep rose-pink form of the prized World's Fair Rose—internationally famous. Cheer takes its place deservedly among rose-dom's favorites. The ovoid buds are orange-pink to red. In many sections, they approach geranium-red or rose-red. They open to large, ruffled, semi-double blossoms on a compact plant. Large, perfectly formed blooms that are 4 in. across. Sweet fragrance.

Buds . . . ovoid, orange-pink to red.

Blooms . . large, about 4 in., opening gracefully in large clusters.

Habit . . . vigorous, prolific. 2 ft.

**\$1.25 each; 3 for \$3.15;
12 for \$12.50; 25 for \$23.45**

A. GRILLE (Below)

(Plant Patent No. 475)

This brilliant Rose has made for itself an important niche in the Floribunda family. Lively scarlet-crimson . . . large-flowered, similar in flower and growth but several shades brighter than the favorite World's Fair. Truly a "Rose of Tomorrow." Semi-double flowers, 4 to 5 in. across. A. Grille never loses its brilliance even in the hottest sun. Many customers prefer this dashing red Floribunda to bring warmth and cheer to their gardens. Ideal for beds, borders, and mass plantings.

Color . . . brilliant scarlet-crimson; bright in all light. Does not burn or fade.

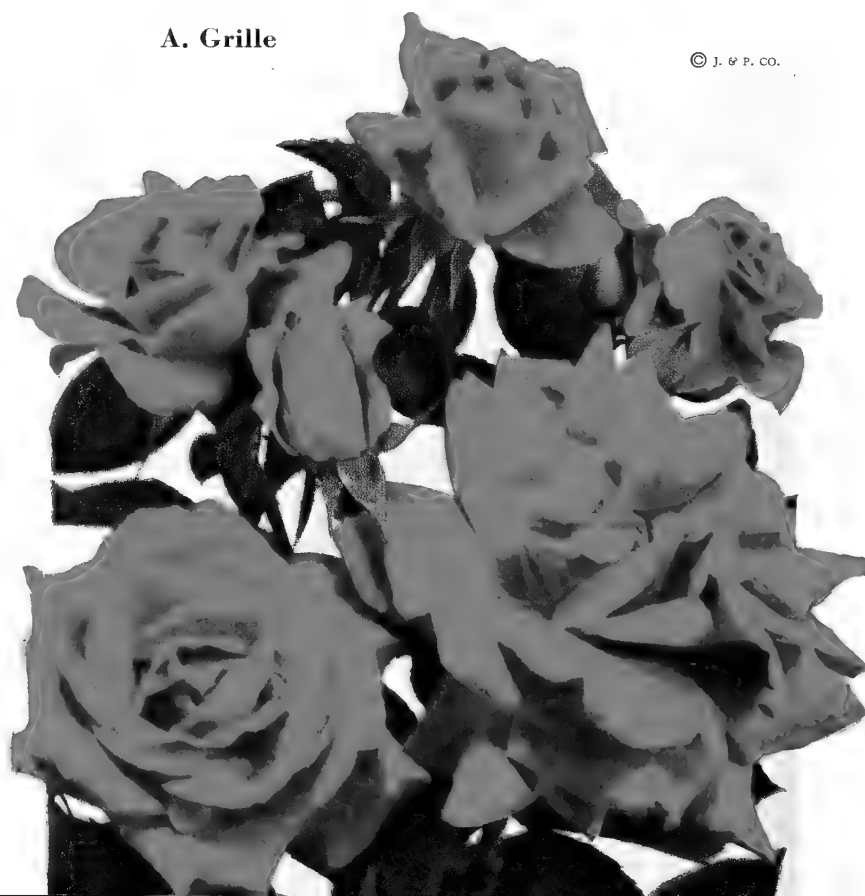
Blooms . . large clusters throughout summer.

Habit . . . bushy; very hardy and vigorous; heavy, healthy foliage. 24 in. tall.

**\$1.25 each; 3 for \$3.15;
12 for \$12.50; 25 for \$23.45**

A. Grille

© J. & P. CO.



Cheer

© J. & P. CO.

✓ THEY'RE RUGGED!
✓ THEY'RE HARDY!
✓ THEY'RE PROLIFIC!

SNOWBANK (Not illustrated) (Plant Patent No. 279)

Exquisite blooms adapt themselves to more uses than any other Floribunda. Large-flowering, bluish-white clusters with that "school-girl" complexion. The generous bloom and universally popular color make Snowbank outstanding for use in any mass planting. Makes an excellent base for bright

climbers like Blaze or Doubloons. Pure white flowers are $3\frac{1}{2}$ in., borne in great clusters all season. Plant 18 in. high, spreading. Thick, healthy foliage sets off the sparkling blooms to perfection. Use freely in any location for a "Snowbank" of clear white all next spring, summer and fall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50; 25 for \$23.45

SMILES (Below)

(Plant Patent No. 331)

Clusters of these salmon-pink Roses smile upon your garden all season long, from early spring to late frost. A cheery beauty in form and color; will bring new brightness and joy to your garden. The exquisite coral-pink buds open to dainty 3-in., semi-double flowers in gorgeous clusters. Blooms are long-lasting and daintily scented. Beautifully shaped flowers of lively salmon-pink. Plants are medium tall, about 18 in., of spreading growth. Foliage is a shiny dark green. Another Dr. Nicolas gem which has become very popular because it has so many of the outstanding qualities typical of J. & P. creations. Plant Smiles in your garden this fall . . . you will be well rewarded.

Color . . . splendid salmon-pink, goes well with other Roses.

Blooms . . . long-lasting, semi-double.

Fragrant . . . daintily scented. Color and scent very delightful.

\$1.25 each; 3 for \$3.15;
12 for \$12.50; 25 for \$23.45

DONALD PRIOR (Below, Right)

(Plant Patent No. 377)

Depend upon this Floribunda for dramatic color display. Its rugged growth and vivid color make a strong accent in the garden. Produces immense clusters of deep red flowers and also has a most gratifying habit of sending out individual flowers all over the bush. This gives the mass color effect more depth and new interest. Its fragrance is airy and delicate, like Damask perfume. Plant grows to a height of 30 to 36 in., with strong, dark green foliage. Effective planted at base of Blaze or Climbing Summer Snow. Also in borders, beds, hedges, etc. Needs no special care or favored location to produce generous blooms.

Color . . . sparkling red like rare wine.

Blooms . . . 8-petaled, about 3 in. across, blooms frequently. Does not burn in sun.

Plant . . . 30 to 36 in. tall. Plentiful, tough foliage. Splendid in masses or hedges.

\$1.00 each; 3 for \$2.50;
12 for \$10.00; 25 for \$18.75



© J. & P. CO.

PERMANENT WAVE (Above)

(Plant Patent No. 107)

Fascinating rare color and dancing fluted blooms! Named for the delightful crinkling and fluting along the edges of each silky petal. The outside of the petals is a rare cochineal-red, with the inside a shade lighter. The unusual wavy petals show a delightful irregular effect, even in the bud stage, with the fluting more and more pronounced as the flowers open. Especially useful for its constant show of beautiful crinkled clusters . . . frequently with as many as 15 blossoms gradually opening on the same stem. The endless display of color and the pleasing irregular effect of the unusual form have won for Permanent Wave a special place in the hearts of all who grow it. Clusters stand up well, staying crisp and fresh in all kinds of weather.

\$1.00 each; 3 for \$2.50; 12 for \$10.00; 25 for \$18.75

© J. & P. CO.



Donald Prior



Smiles

© J. & P. CO.

**COLORFUL!
DEPENDABLE!**

Hybrid Teas

FANTASIA

(Plant Patent No. 590)

Noted for Bright Color and Clusters of Buds

The sparkling cheer of yellow daffodils in spring! Continuously throughout the summer and fall, Fantasia miraculously buries itself in clusters of bright yellow, pointed buds that almost cover the plant at times. Gradually each bud opens, showing a rich deep yellow center fading to soft pale yellow at the edge of each downy petal. Wide, flaring and star-like, the outer petals roll back as the flower develops. The general effect of this remarkable combination of rich color and delicate form is impossible to describe. Added to the extravagant display of bloom, it is the loveliest and most generous of yellow Hybrid Teas.

Radiant Color—Always in Bloom

All over America Rose lovers are enthusiastic because they say the bright golden yellow of these beautiful buds gives them a special thrill . . . a thrill that no other flower can approach.

Sparkling, always abundant, Fantasia is truly an outstanding Hybrid Tea that you can rely on for fabulous masses of bloom in this radiant golden color.

So rugged and so abundant with bloom that many experienced gardeners consider this a Floribunda. Although it is actually a Hybrid Tea and will be easily recognized as such for its lovely form, it nevertheless has the rugged, vigorous characteristics of a Floribunda, particularly in its profusion of trim pointed clusters of buds.

Buds . . . delightfully sleek, pointed, bright golden yellow to mellow peach, in great profusion.

Blooms . . . medium sized, high-centered, exquisite form; 30 to 35 satiny petals, with a silvery sheen outside. Lightens to creamy yellow as the flowers finish.

Perfume . . . unique, wild-rose fragrance.

Habit . . . very hardy, bushy plants about 30 in. tall; disease-resistant. Bloom in great abundance early, and rebloom all summer and fall.

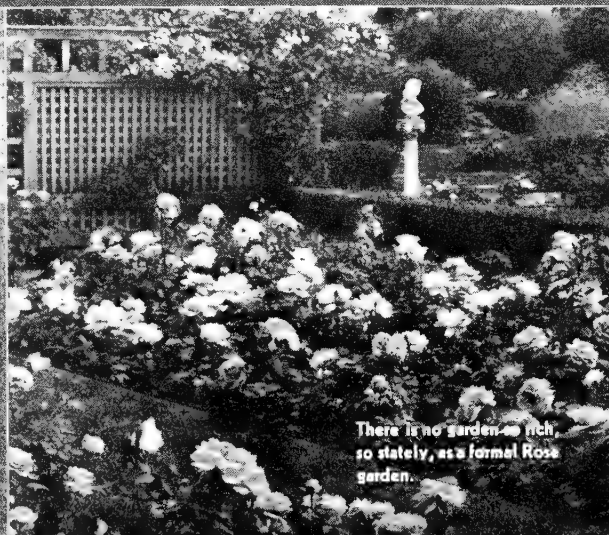
Origin . . . from the House of A. Dickson & Son, Ireland.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

HOW TO USE HYBRID TEAS IN YOUR GARDEN.....



Even a dozen Hybrid Teas make a lovely planting in informal beds.



There is no garden so rich, so stately, as a formal Rose garden.



Casual beds of Hybrid Teas can be tucked in out-of-the-way places.

...GUARANTEED
TO LIVE AND BLOOM!

MARY MARGARET McBRIDE

(Plant Patent No. 537)

**All-America Selection for 1943
Consistently a Leader Every Season**

An outstanding clear deep coral-pink Rose with a remarkable record of fine performance in gardens all over America.

The perfect double blooms are large and high-centered, with shimmering gold at the base of the rich coral-pink petals. Blooming in queenly dignity Mary Margaret McBride will remain in never-fading glory throughout the hottest summer weather.

Particularly admired for its exquisite color and perfect form, it is truly a garden prize that can be depended upon for a magnificent display throughout the spring and summer.

Well Formed Buds—Blooms 5 in. Across

The buds are large and well formed, standing proudly on strong sturdy stems that hold each lovely bud erect above the rich dark foliage. Gradually each bud opens and for a period of several days you will have the priceless thrill of watching the miracle of nature unfold as this lovely flower develops to its glorious maturity. The bloom is 4 to 5 in. across, with perfection of form and color at all times. Very generous bloom in spring, continues freely until frost.

The distinguishing features that made Mary Margaret McBride so worthy an All-America winner have endeared this exquisite modern Rose to all gardeners and fulfilled their every expectation of inspiring color, superb form, alluring aroma, stout hardiness and ease of cultivation, in either large or small plantings.

Buds pointed, high center, deep coral-pink, opening gradually.

Blooms . . . large, always high-centered, very beautiful at all stages, a lovely exhibition Rose.

Petals . . . 35 of them. Firm, heavy, beautifully graceful.

Stems . . . long, strong; vigorous, hardy, rollicking plants 30 in. tall.

Fragrance . aromatic, alluring.

Honored . . . All-America award for 1943. Created by our own Dept. of Plant Research under Dr. Nicolas.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



MARY MARGARET McBRIDE

Thousands of her radio listeners are proud to have the beautiful pink Mary Margaret McBride Rose in their gardens.



SPECIAL OFFER!

**An Unusually Fine Collection
at a Substantial Saving . . .**

The choice Roses in this group make up the most magnificent collection ever offered. Your garden . . . regardless of whether it is large or small . . . will literally glow with unsurpassed beauty next June if you order this group now. Each variety is perfect; each an improvement over any previous Rose of the same color and type.

The personal satisfaction and pride that will be yours when you see these Roses in your own garden is indescribable. Treat yourself to the finest collection we can offer . . . and save yourself money at the same time!

SPECIAL J. & P. GROUP
**Seven of Jackson & Perkins
Outstanding Recent Introductions**

| | ONE EACH |
|-------------------------------|----------------|
| Diamond Jubilee (p. 2) | buff |
| New Yorker (p. 3) | sparkling red |
| Red Pinocchio (p. 9) | red Floribunda |
| Enchantment (p. 31) | peach-pink |
| Rubaiyat (p. 29) | brilliant red |
| Eclipse (p. 26) | yellow |
| Mary Margaret McBride (p. 19) | coral-pink |

GROUP #478 Value \$11.85
SAVE \$1.95 **\$9.90**

GET THE JUMP ON SPRING



White Briarcliff

© J. & P. CO.

WHITE BRIARCLIFF (Left)

Plant Patent No. 108

Great profusion of flowers and very early bloom in spring mark this as a praiseworthy Rose of purest white. Blooms are fully double, slow opening and always win admiration because of their superior qualities.

One of the daintiest and most delightful of all white Roses . . . grows gracefully. Produces great quantities of flowers repeatedly throughout the entire season. Exquisite in flower arrangements. With the loveliness of a charming bride, this gorgeous Rose proudly displays its blooms . . . so coolly fragrant . . . so generously long-lived.

Distinction . . . both in bud and open flower, pure white. A week ahead of most.

Prolific . . . tremendous producer. Fully double.

Plant . . . spreading, 2 to 3 ft.

Prize of Honor . . . and Gold Medal at International Exhibition, Paris.

\$1.35 each; 3 for \$3.40; 12 for \$13.50

Four Roses on these pages

White Briarcliff
Crimson Glory

Brandywine
WAVES

GROUP #488
Value \$5.85
SAVE 95c

Only \$4.90

New!

J. & P. Rose Spray

J. & P. Rose Dust

(See Order Blank)



© J. & P. CO.

CRIMSON GLORY (Right)

(Plant Patent No. 105)

Consistently one of the most popular Hybrid Tea Roses in the country. Beautifully formed blooms of deep vivid crimson, held proudly erect on 30-inch, luxuriant, vigorous bushes. You, too, will treasure this once you have watched its magic unfold in your own garden. The buds, deep red with an almost black tip, are urn-shaped and gradually unfold into full, high-centered blooms of perfect form. Completely captivating fragrance . . . so sweet and refreshing that you just can't get enough of it. In a poll by the American Rose Society to find out which were the most fragrant Roses, Crimson Glory won first place for this characteristic, too! It was voted by far the most fragrant Rose of all.

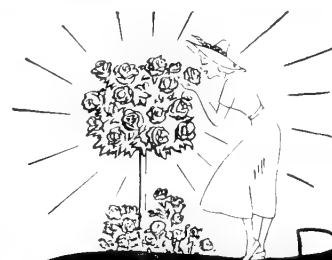
Honors . . . one of the most popular Roses in America for many years.

Fragrance . . . most fragrant Rose in poll by the American Rose Society.

Form . . . full, high-centered, perfect.

Buds . . . dark, urn-shaped, opening slowly.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



**TREE ROSES
SEE PAGE 25**

The blooms on Tree Roses are superior in quality to those produced on the regular bush form. The Tree Rose is truly the crowning glory of the plant world. Order now for delivery after January 1.

Crimson Glory



... PLANT THIS FALL!

WAVES (Right)

(Plant Patent No. 638)

A standout in our Rose garden at the International Flower Show in New York last spring! This magnificent clear pink Rose, with its perfect form and clean, straight growth, was admired by everyone. The color is pronounced but of a soft delicate quality that gives your garden an unusual warmth and vibrance.

The coral-pink, ovoid buds and intriguing, cup-shaped blooms are of unceasing interest and very generous with their old Rose fragrance. WAVES' desirability in the garden is further heightened by the great profusion of bloom, an inspiring display of clear

glowing pink in spring and summer. Becomes suffused more and more with yellow as the summer advances, in fall reaching a lovely soft salmon-pink.

Deep, glossy foliage is a lovely background for the strong buds and clear pink blooms. Grows beautifully, a dependable all-round addition to any Rose garden.

Plant... very hardy, 2½ ft., 15 to 18-in. stems.

Profuse... flowers in great profusion from spring till late fall.

Blooms... 35 firm petals that hold well in sun... strong stems.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

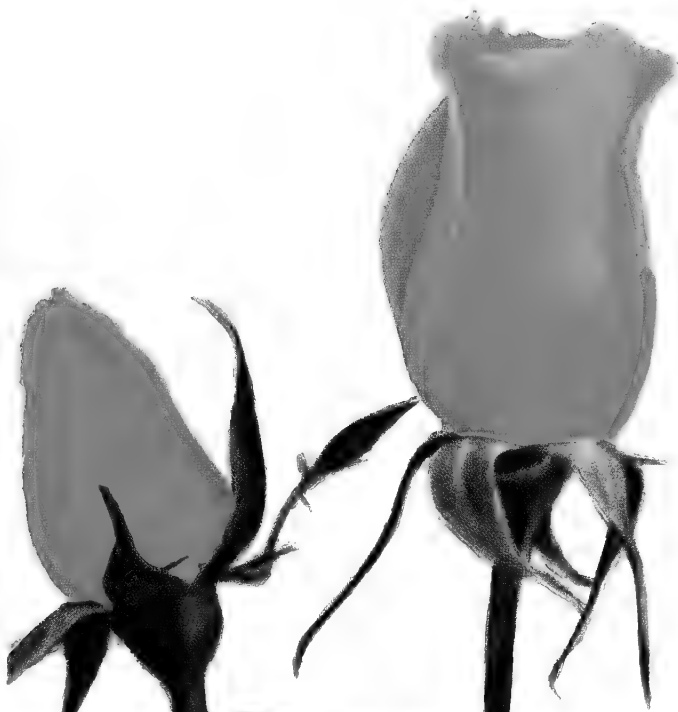


WAVES

© J. & P. CO.

FALL PLANTING IS BEST

You'll enjoy larger, healthier Roses next June by planting Roses this fall. Many well-known experts prefer fall planting and it is a regular practice with us in our new Display Gardens here at Newark, in Northern New York State.



Brandywine



BRANDYWINE (Left)

(Plant Patent No. 530)

A dependable beauty because Brandywine always retains its charm even under difficult conditions. Tall and strong and rugged as the patriots of old. The handsome large pointed buds are beautiful beyond description, lovely for bouquets, exquisite in boutonniere or corsage. The virile plants grow to a height of 4 ft., blooming heartily right through till late fall. In a delightful shade of buff-yellow, the sleek buds open slowly and finish light yellow; in the cooler fall weather they assume lively orange tints.

Buds... pointed, buff-yellow, with lively orange tints in cooler weather.

Blooms... light yellow, stately, cup-shaped.

Fragrance... sweet perfume, alluring and fresh.

Plants... tall, vigorous, rugged, hardy; up to 4 ft. Very disease resistant.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

JACKSON & PERKINS CO.
World's Largest Rose Growers

Jackson & Perkins'



Signora

Dicksons
Red

Better Blooms

You see on these pages some of the best, the most popular, the most profuse of our Modern Roses. They will give you more color, more flowers, more pride and satisfaction than any other type of plant you might select. Choose the ones you like best and order them now for planting this fall.

Fully Guaranteed

Each plant we send you has been grown under ideal conditions, carefully dug and individually inspected and trimmed. All are 2-year, field-grown plants—*unconditionally guaranteed to live and bloom in your garden.*

Order Early Plant This Fall

McGredy's Sunset

©
J. & P. Co.

Neige Parfum →

↑ Countess Vandal

Signora. (Pl. Pat. 201.) A pronounced advance over the well-known President Herbert Hoover. Buds are a warm brownish orange, opening to lighter mandarin and salmon. Foliage is rich, glossy, dark green. Tall, vigorous growth. Very fragrant. 30 to 36 in.

Countess Vandal. (Pl. Pat. 38.) Acclaimed most artistic bloom in rosedom. Copper, bronze and pink, flooded with gold. Reflex of silver. Most widely used exhibition Rose. Very effective in table arrangements. 24 to 30 in. high. Disease-resistant.

AARS Dicksons Red. (Pl. Pat. 376.) First red Rose to bloom in spring. Glowing scarlet-red brilliance, rich as royal velvet. From the Emerald Isle. Rugged as it is lovely. Blooms unceasingly. Spectacular for its flashing color. Very fragrant. 24 to 30 in.

Neige Parfum. (P. R. R.) The peerless fragrant white, and one of the most fragrant of all Roses! Early bud has slightest tinge of cream, the unfolding flower a delicate lemon, in full bloom a beautiful white. Plants 2 to 2½ ft. tall.

McGredy's Sunset. (Pl. Pat. 317.) Tinted with delicate orange and rich scarlet—the saffron blooms open in glorious grandeur. Best loved of the Irish Roses. Shapely flowers. Sweet fresh fragrance. Excellent 30-in. plants. Continuous bloomer; hardy.

Hector Deane. (Pl. Pat. 361.) Unusual vibrant color. Noted for unsparing fragrance. Perfumes whole garden. Rampant grower. Pointed buds. Artistic petal formation. Tall, stately, 30-in. plants. Perfect for bud vases. A McGredy Rose.

Gloaming. (Pl. Pat. 137.) An outstanding pink Rose for exhibition blooms. Reflects the golden rays of an autumn sunset. A miracle of Nature. Sturdy. Requires no pampering. Decidedly fragrant. Excellent foliage. Height 30 in.

Eclipse. (Pl. Pat. 172.) The "Streamline Rose." Distinctive sleek, tapering buds. Best national all-purpose yellow. Abundant bloomer. Plants are vigorous and branching. Grows well in all localities. Excellent for boutonnières. 24 to 30 in.

Miss America. (Pl. Pat. 264.) A lovely pastel Rose that achieves greater popularity each season. Delicate flesh tints touched with salmon and gold. Very large, 6-in. flowers averaging 65 petals. Long-stemmed. 30 to 36 in.

Flambeau. (Pl. Pat. 374.) Vivid, vibrant, glowing scarlet. Petals glisten inside with a velvety sheen. Appealing petal formation. Vigorous, sturdy, 3½-ft. bushes.

Eternal Youth. (Pl. Pat. 332.) The clearest of all pinks. Brushed with delicate yellow at petal base. Sweet fragrance. Compact plant about 2 ft. tall.

Better Times. (Pl. Pat. No. 23.) The "Indiana Redhead"—prized for length of stem, pointed buds, cut-flower beauty. The florist shop favorite. Enchanting fragrance. Hardy grower. Upright growth. 18 to 24 in. Gold Medal at New York, Philadelphia and St. Louis Flower Shows.

\$1.35 each

**3 of one kind
for... \$3.40**

**12 of one kind
for \$13.50**

Order Now.....Plant Them This Fall.....

Modern Universal Favorites

23

Save Money On These Hand-picked Group Offers

All Twelve Plants
shown in color

GROUP \$13.50
#498

Value \$16.20
You Save \$2.70

All Five Plants
on opposite page

GROUP \$5.65
#508

Value \$6.75
You Save \$1.10

All Seven Plants
on this page

GROUP \$7.90
#518

Value \$9.45
You Save \$1.55

Three Plants

One each Dicksons Red,
Eclipse, Better Times

GROUP \$3.10
#528

Value \$4.05
You Save 65c

\$1.35 each; 3 of one kind \$3.40;
12 of one kind \$13.50

Hector
Deane

Eclipse

A few Modern Roses
selected to give you a
wide range from which
to choose. Each has
some outstanding
characteristic that will
thrill you in your 1949
garden.

Miss
America

Eternal
Youth

Gloaming

© J. & P. CO.

Better
Times

Flambeau

Modern Roses

EASIER
TO GROW

SUNSET GLORY (Right)

(Plant Patent No. 738)

All the warmth and color of an autumn sunset are concentrated in the yellow, pink and bronze tones of this delicately tinted bloom. The experienced Rose grower will recognize this as a richer, more colorful sport of the great favorite, McGredy's Sunset. The golden yellow buds are suffused with soft pastel pink, opening slowly into graceful but luxuriant 4 to 5-in. blooms of glowing golden yellow. The sheen of dusty rose-pink laid over each petal makes a gorgeous sunset combination of yellow and pink. Many lovely flowers will be yours throughout the season on strong plants of medium size.

The beautiful pastel colors of Sunset Glory make a splendid showing in the garden and also lend themselves well to many interesting combinations for bou-

quets. Like all other J. & P. Roses, they are guaranteed to live and bloom in your garden, giving you infinite loveliness and warm color.

Colorful... golden yellow overlaid dusty rose-pink. An improved McGredy's Sunset.

Vigorous... grows well, providing flowers all season.

Flowers... very full; many petaled; 4 to 5 in. across.

Fragrance... pleasing aroma.

Buds... yellow, suffused with pastel pink, open slowly.

**\$1.50 each; 3 for \$3.75;
12 for \$15.00**

©
J. & P. CO.

Sunset
Glory

ROME GLORY (Left)

(Plant Patent No. 304)

Distinctly one of the "notables" of rosedom. A reliable red that has been planted in Rose gardens all over America for many years. Striking in its depth of scarlet-crimson and high-centered, well-formed blooms. Particularly generous in many ways, it is one of the largest red Roses and has a strong stem and neck to support the stately flowers in regal style. The very deep red bud gradually opens to a velvety scarlet-crimson bloom with the outer petals lazily curving back to make the mature flower even larger. The center holds well and when finally wide open reveals warm golden stamens in contrast to the rich red petals. Superb fragrance, long stems and extraordinary keeping qualities have made this one of the most popular of florists' Roses.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Rome Glory

JACKSON & PERKINS CO.
World's Largest Rose Growers

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Shipping Dates

We will send your order at the proper time for planting in your locality. It is not necessary for you to specify a shipping date.

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Jackson & Perkins Co.

World's Largest Rose Growers · NEWARK, NEW YORK STATE

Name _____ Date _____
Print clearly. All members of same household should order under one name.

Street (or R.D.) _____

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Express Office

(If different from P. O.)

SPECIAL SERVICE — As urged by customers, we shall send another variety of same color and quality, should we be out of one you order. If you do NOT wish this, please mark "X" at right and a refund check will be sent instead ☐

Amount Enclosed

\$ _____

Check ☐ Money Order ☐

Do not write in above space

Order Early

All prices include packing and prepaid delivery to you. Send remittance in full with your order. We do not ship C.O.D.

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| 1 | | Adoration | | 504 | | Taffeta | | 100 | | A. Grille | |
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| 4 | | Charlotte Armstrong | | 57 | | WAVES | | 103 | | Cheer | |
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| 7 | | Cynthia Brooke | | | | Group #478 \$9.90 | | 105 | | Goldilocks | |
| 8 | | Dicksons Red | | | | Group #488 4.90 | | 124 | | Geranium Red | |
| 500 | | Diamond Jubilee | | | | Group #498 13.50 | | 106 | | Holstein | |
| 9 | | Eclipse | | | | Group #508 5.65 | | 126 | | Holiday | |
| 58 | | Enchantment | | | | Group #518 7.90 | | 127 | | Lavender Pinocchio | |
| 48 | | Ernie Pyle | | | | Group #528 3.40 | | 118 | | Magic Red | |
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| 11 | | Fantasia | | | | Group #548 3.65 | | 120 | | Permanent Wave | |
| 12 | | Flambeau | | | | Group #558 11.55 | | 109 | | Pink Bountiful | |
| 505 | | Forty-niner | | | | Group #568 7.50 | | 110 | | Pinocchio | |
| 13 | | Gloaming | | | | Group #708 10.85 | | 125 | | Red Pinocchio | |
| 14 | | Greer Garson | | | | | | 122 | | Red Sweetheart | |
| 49 | | Grey Pearl | | | | EVER-POPULAR DOZEN | | 111 | | Rochester | |
| 15 | | Hector Deane | | 62 | | Condesa de Sagato | | 112 | | Rose Elf | |
| 16 | | Horace McFarland | | 63 | | Christopher Stone | | 113 | | Smiles | |
| 17 | | K. T. Marshall | | 88 | | Dainty Bess | | 114 | | Snow Bank | |
| 19 | | Mandalay | | 65 | | Duquesa de Penaranda | | 115 | | Summer Snow | |
| 20 | | Mary Margaret McBride | | 68 | | Etoile de Hollande | | 116 | | World's Fair | |
| 21 | | McGredy's Sunset | | 52 | | Home Sweet Home | | | | Group #448 \$5.00 | |
| 26 | | Mme. Marie Curie | | 71 | | K. A. Viktoria | | | | Group #458 8.35 | |
| 506 | | Mme. Henri Bonnet | | 72 | | McGredy's Ivory | | | | Group #468 4.40 | |
| 23 | | Mirandy | | 73 | | McGredy's Yellow | | | | Group #818 5.20 | |
| 27 | | Miss America | | 74 | | Mme. Joseph Perraud | | | | | |
| 29 | | Neige Parfum | | 91 | | Mrs. E. P. Thom | | | | CLIMBERS | |
| 501 | | New Yorker | | 76 | | Mrs. P. S. du Pont | | 140 | | Blaze | |
| 502 | | Nocturne | | 77 | | Mrs. Sam McGredy | | 157 | | Clbg. Crimson Glory | |
| 31 | | Pan America | | 92 | | Numa Fay | | 141 | | Clbg. Summer Snow | |
| 32 | | Panorama | | 80 | | Poinsettia | | 142 | | Clbg. World's Fair | |
| 33 | | Peace | | 81 | | Pres. Herbert Hoover | | 143 | | Dr. W. Van Fleet | |
| 55 | | Prima Donna | | 82 | | Pres. Macia | | 144 | | Dr. J. H. Nicolas | |
| 35 | | Rex Anderson | | 83 | | Radiance | | 145 | | Doublons | |
| 36 | | Rome Glory | | 84 | | Red Radiance | | 146 | | Golden Climber | |
| 59 | | Rubaiyat | | 85 | | Soeur Therese | | 147 | | June Morn | |
| 503 | | San Fernando | | 86 | | Talisman | | 148 | | King Midas | |
| 40 | | Saturnia | | 95 | | The Doctor | | 149 | | Mercedes Gallard | |
| 41 | | Signora | | | | Group #578 \$10.00 | | 150 | | New Dawn | |
| 42 | | Sonata | | | | Group #588 3.35 | | 151 | | Paul's Scarlet | |
| 60 | | Sunset Glory | | | | Group #598 6.65 | | | | | |
| | | | | | | Group #608 30.00 | | | | | |
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| Item No. | Quantity Wanted | PERENNIALS (Not shipped west of Denver) | TOTAL PRICE | Item No. | Quantity Wanted | DWARF FRUITS | TOTAL PRICE |
|--------------|-----------------|--|-------------|---|-----------------|---------------------------|-------------|
| 361 | | Bleeding-Heart (white) | | 269 | | Pear, Bartlett | |
| 223 | | Campanula | | 270 | | Apple, Northern Spy | |
| 360 | | Carnation, Irene | | 271 | | Apple, Cortland | |
| 173 | | Catananche | | 273 | | Apple, Red Delicious | |
| 359 | | Christmas Rose | | 274 | | Apple, McIntosh | |
| 176 | | Chrys., Avalanche | | 275 | | Apple, Jonathan | |
| 402 | | Chrys., Butterball | | 276 | | Apple, Yellow Delicious | |
| 235 | | Chrys., Chippewa | | 277 | | Apple, Yel. Transparent | |
| 228 | | Chrys., E. A. Wander | | | | | |
| 178 | | Chrys., Lavender Lady | | | | ACCESSORIES | |
| 181 | | Chrys., Mrs. P. S. du Pont | | | | G. S. Master Sprayer | |
| 227 | | Chrys., Maroon'n'Gold | | | | Garden Duster | |
| 182 | | Chrys., Red Velvet | | | | Han-D-Sprayer | |
| 185 | | Chrys., Sept. Dawn | | | | J. & P. Watering Tool | |
| 188 | | Delph., Debutante | | | | Soil Soaker | |
| 189 | | Delph., Delightful | | | | Dobbins Sprayer | |
| 190 | | Delph., Desirable | | | | New Book — | |
| 191 | | Delph., Divine | | | | "Roses for Every Garden" | |
| 192 | | Delph., Enchantment | | | | J. & P. Rose Spray 4 ozs. | |
| 236 | | Delph., Freedom | | | | 1 lb. | |
| 237 | | Delph., Gayety | | | | 5 lbs. | |
| 403 | | Delph., Glorious | | | | J. & P. Rose Dust 1 lb. | |
| 337 | | Lythrum, Morden's Pink | | | | 4 lbs. | |
| 198 | | Phlox, Apple Blossom | | | | 24 lbs. | |
| 344 | | Phlox, Harvest Fire | | | | | |
| 205 | | Phlox, Salmon Beauty | | | | | |
| 206 | | Phlox, San Antonio | | | | | |
| 209 | | Sedum, Brilliant | | | | | |
| 211 | | Veronica, Crater Lake Blue | | | | | |
| 358 | | Viola, Purple Heart | | | | | |
| 363 | | Viola, Yellow Vixen | | | | | |
| 213 | | Violet, Royal Robe | | | | | |
| | | Group #628 \$5.30 | | | | | |
| | | Group #638 5.60 | | | | | |
| | | Group #648 3.60 | | | | | |
| | | Group #658 2.80 | | | | | |
| | | Group #668 5.25 | | | | | |
| | | Group #678 3.85 | | | | | |
| | | Group #688 4.75 | | | | | |
| | | TREE ROSES | | | | | |
| | | SHIPPED AFTER JAN. 1, 1949 | | | | | |
| | | Pink | | | | | |
| | | Yellow | | | | | |
| | | Red | | | | | |
| | | Salmon | | | | | |
| | | White | | | | | |
| | | Multi-color | | | | | |
| | | LILACS | | | | | |
| 450 | | Ambassadeur | | | | | |
| 451 | | Candeur | | | | | |
| 452 | | Ellen Willmott | | | | | |
| 453 | | Katherine Havemeyer | | | | | |
| 454 | | Lucie Baltet | | | | | |
| 455 | | Mme. Antoine Buchner | | | | | |
| 456 | | Paul Hariot | | | | | |
| 457 | | Paul Thirion | | | | | |
| 458 | | Pres. Lincoln | | | | | |
| | | Group #698 \$12.50 | | | | | |
| | | Group #718 18.75 | | | | | |
| TOTAL | | | \$ | | | | |
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Be Sure
to Order
New Yorker
The
Best Red Rose
of All Time

- ENORMOUS BLOOMS
- HOLDS RICH COLOR
- GOLD MEDAL WINNER INTERNATIONAL ROSE TESTS

See
Our Special
Anniversary
Group Offer
on Page 19

TEAR HERE

Order
Early

Jackson & Perkins Co. 1 Rose Lane
Newark, New York State

SEE SUGGESTIONS
ON OTHER
SIDE

Christmas Gift Order Blanks

USE TO INSURE PROPER HANDLING OF YOUR GIFT ORDER

Minimum order \$3.00 each

No orders accepted after December 15, 1948

Total Enclosed for Gifts

\$ _____

☐ Check ☐ Money Order

Christmas Gift Order Blank

JACKSON & PERKINS CO., Newark, New York

World's Largest Rose Growers

Send following to _____

Street _____

P. O. _____ Zone _____ State _____

| QUANTITY | GIFT SUGGESTION GROUP NUMBER | PRICE |
|----------|------------------------------|-------|
| | | \$ |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

My Name _____

Street _____

P. O. _____

Zone _____ State _____

Amt. enclosed
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| | | |
| | | |

My Name _____

Street _____

P. O. _____

Zone _____ State _____

Amt. enclosed
for this gift

\$ _____

☐ Check
☐ Money Order

Free to your friends at Christmas . . . this beautiful Rose Souvenir for each Gift Order of Rose Plants you wish sent them next spring.



Christmas Gifts Supreme!

Just pick out the plants you would like to give—and we will send them to your friends in time for spring planting. And at CHRISTMAS-TIME we will send each of them, FREE, this exquisite, handmade Rose (in a lovely transparent container, as shown here) with a holiday greeting card on which we will fill in your name—as a token of the real Rose plants they are to get as a gift from you!

At Christmas, your friends will receive this

Free Token-Rose Souvenir →

In the spring, at planting time, they receive your gift of any plants you have chosen



ORDER EARLY

This J. & P. "Roses for Remembrance" idea has gained tremendous popularity the country over. We will be literally swamped with orders. But we will do our utmost to fill every one of them. However, to make sure that you are not disappointed please send in your order as soon as possible. Still better, why not make up your gift-list NOW—while the thought is fresh in your mind? Send the enclosed order blank TODAY! No orders accepted after December 15, 1948.

HERE'S ALL YOU HAVE TO DO:

1. Make your selection of gift plants from the favorites listed at the right. Or, if you prefer, choose any plants or groups listed in the catalog. On this offer, each gift order must be for at least \$3.00.



2. Fill out NOW the special Christmas Order Blank enclosed with this catalog.



3. Just before Christmas we will send out the free souvenir packages, containing the beautiful Token-Rose, with a holiday greeting card. The greeting card opens up to form a holiday Gift-Certificate, listing your name and that of your friend. It tells the names of the plants (NOT THE PRICES) and states that they will be sent later, in time for spring planting.



4. In the spring, at the proper planting time, we will send the plants postpaid to those to whom you have presented them. They will be in perfect condition, all ready to start growing as soon as they are planted.

In the summer and fall, year after year, your friends will continue to enjoy your gift. And they'll appreciate your thoughtfulness in choosing this unique way to remember them at Christmas.



A Unique Gift Your Friends Will Cherish for Years!

Imagine the thrill these gifts will bring! Not only at Christmas-time, when your friends and loved ones will receive their beautiful Souvenir-Rose—but also

in the spring, when the Rose plants themselves will be sent, all ready to grow. And year after year, the gorgeous blooms will be lasting reminders of your gifts.

HERE ARE SOME GIFT SUGGESTIONS:

| | |
|---|--------|
| X-30—Two Most Popular Hybrid Teas— 1 Diamond Jubilee, buff; 1 New Yorker, red | \$4.00 |
| X-31—1 New Yorker, red; 1 Eclipse, yellow | 3.35 |
| X-32—1 Mary Margaret McBride, pink; 1 New Yorker red | 3.50 |
| X-33—Two New Hybrid Teas— 1 Valiant, red; 1 Mme. Henri Bonnet, pink | 4.00 |
| X-34—1 New Yorker, red; 1 White Briarcliff, white | 3.35 |
| X-35—Special J. & P. Group Offer (see page 19) | 9.90 |
| X-36—Floribunda Group—1 Goldilocks, yellow; 1 Marionette, white; 1 Pink Bountiful, pink | 4.00 |
| X-37—Two New Floribundas— 1 Lavender Pinocchio, lavender; 1 Holiday, pink & yellow | 3.50 |
| X-38—1 Tree Rose, red | 5.00 |

Please Use Special Christmas Order Blank
Additional Gift Blanks Will Be Sent Gladly on Request

Jackson & Perkins Co.

World's Largest Rose Growers

NEWARK, NEW YORK • THE ROSE CAPITAL OF AMERICA

Effective—Easy-to-use



A COMPLETE
ALL-IN-ONE

ROSE SPRAY

CONTROLS:

Chewing Insects
Sucking Insects
Fungous Diseases

Ideal to Protect Roses this Fall,
Have Better Blooms Next June!

Now you can control the 3 worst rose enemies **WITH-OUT** using 3 different materials! This new all-purpose **ROSE SPRAY** does the whole job by itself. Contains rotenone, D.D.T., Fermate, sulphur, and other reliable ingredients. Controls blackspot, mildew, aphids, and other common rose ills. Also a deterrent to Japanese beetles and rose chafer.

No other pesticide contains this exclusive up-to-the-minute J. & P. formula all in **ONE** easy-to-apply formula! Our Research Department found this to be the best possible material you can use to keep your roses clean and healthy. Simple to use: just mix with water and apply.

4 ozs. Enough to treat 24 plants a whole season **\$1.50**

1 lb. Enough to treat 100 plants a whole season **\$4.75**

5 lbs. Enough to treat 500 plants a whole season **\$16.00**

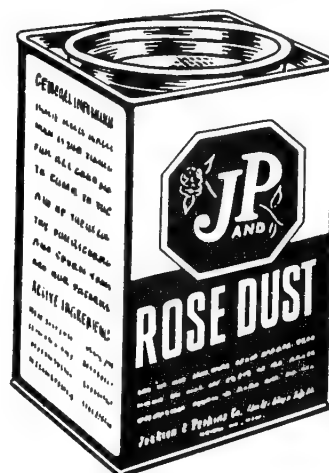
(Shipped to you postage prepaid)

NEW J. & P. PESTICIDES

Sold only by Jackson & Perkins Co.

Kill Insects and Diseases this Fall for Better Roses Next Year

See Winter Protection of Roses (page 46)



A COMPLETE
ALL-IN-ONE

ROSE DUST

Gives 3-Way Control

Ideal for Fall Protection

Contains the same effective ingredients as the **ROSE SPRAY** only in dry, powder form. No mixing, no solutions to bother with. Simply dust roses *lightly*. This amazing

new preparation will keep your bushes clean and healthy.

Chewing insects, sucking insects, and plant diseases need no longer bother you. Also a deterrent to Japanese beetles. Works with any duster.

1 lb. Enough to treat 6 plants a whole season **\$1.25**

4 lbs. Enough to treat 24 plants a whole season **\$4.50**

24 lbs. Enough to treat 150 plants a whole season **\$22.50**

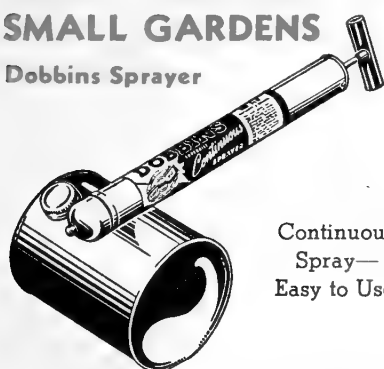
(1 and 4 lbs. shipped postage prepaid;
24 lbs. shipped express collect)

Christmas Gifts for Gardeners!

ORDER EARLY... DO YOUR CHRISTMAS SHOPPING NOW!

IDEAL SPRAYER for SMALL GARDENS

Dobbins Sprayer

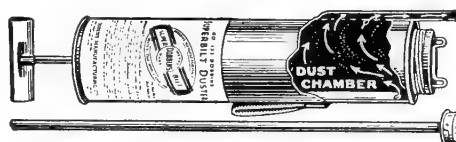


Continuous
Spray—
Easy to Use

Any Real Gardener Will Welcome this
as a Christmas Present

This hand Sprayer has a capacity of 2 quarts. Inexpensive, yet has many features found only in larger and more expensive Sprayers. Tank and pump are of heavy 26-gauge galvanized steel; pump rod is of extra thickness and weight. Easy to use. Slight pressure on the handle produces a continuous spray, which is atomized by a patented whirl-spray brass nozzle. A new style easy working air valve makes operation smooth. Shipped complete, all ready to use.

Postpaid **\$2.50 each**



GARDEN DUSTER (Above)

An excellent Duster that has proved itself superior after extensive tests. Unique patented features and rugged construction make this ideal for those who prefer dusting. Convenient, too, because you can leave the Duster filled and ready to use. . . . Simply pick it up and use it whenever necessary. No mixing, no solutions. This Duster should last a lifetime.

Postpaid **\$2.00 each**



HAN-D SPRAYER

Easy-to-use, clean and efficient, yet sturdy and economical. Holds a quart of solution. Metal parts for long life; brass and copper spray rod and nozzle. Easy to clean. Simply pump with one hand while you direct the spray nozzle under and behind your rose plants . . . enveloping all the foliage in a mist of spray solution.

Postpaid **\$2.95 each**



G.S. "MASTER" SPRAYER

Unusually sturdy, yet easy to use. No heavy tank to carry around. Weighted end of 5-ft. hose sets in pail or other container; all-brass telescoping nozzle projects a spray from a fine mist to a 30-ft. stream. Adjustable, non-clogging nozzle with goose-neck for getting under foliage. Easily cleaned. Will not wear out or break. Full instructions included.

Postpaid **\$8.50 each**

Ideal Christmas Gift for Rose Lovers! **THE FIRST NEW ROSE BOOK IN 10 YEARS!**

Everything You Want to Know About Growing Roses

A Complete Step-by-Step Guide, 218 Informative Pages.
32 Pages in FULL COLOR. Many "How-To" Drawings

By Dr. R. C. Allen, the Noted Rose Authority

Here, in one big brand-new book, is a complete guide to growing roses—brought to you by Dr. R. C. Allen, one of America's foremost rose authorities. Whether you grow five roses or five hundred, this book will show you how to get breath-taking results in your garden! Contains 218 pages of authoritative information.

"Roses for Every Garden" has 32 pages in vivid FULL NATURAL COLOR, and the clear text is illustrated by many drawings and diagrams. Dr. Allen covers every conceivable phase of rose growing. How to select roses; how to prepare the soil; how to plant and transplant; how to prune, cut, disbud, and train; how to protect roses in winter; how to exhibit and arrange; how to propagate and hybridize, etc. The partial list of contents at right will give you some idea of the value of this big book.

For Beginner and Expert Alike

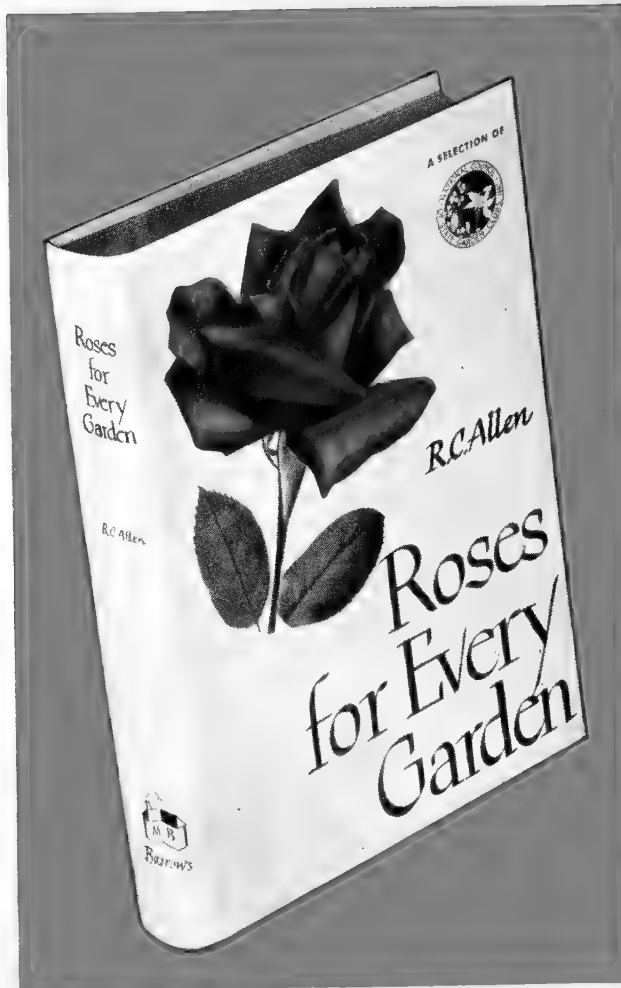
Every word of advice is practical, because it comes right out of the author's wealth of experience. It is packed with sound common sense and horticultural information, and is written so clearly that a beginner can easily follow it; yet it is so complete that an expert can profit from it. This new book has been recommended by the National Council of State Garden Clubs, AND IS THE FIRST BOOK TO BE SO HONORED!

With this complete, authoritative, up-to-date book at your elbow, you just can't help having beautiful roses. Will pay for itself many times over. Send for your copy today.

Postpaid \$3.50

About the Author

Dr. R. C. Allen is Secretary-Editor of the American Rose Society. He received his A. B. at Massachusetts State College and Ph.D. at Cornell University where he later taught in the Department of Floriculture and was Supervisor of The Rose Test Gardens. He is Chairman of Horticulture for the National Council of State Garden Clubs, Inc.



Any Lover of Flowers Will Welcome this
Authoritative, Practical Rose Manual

PARTIAL CONTENTS

BUSH ROSES: Hybrid Teas • Floribundas • Polyanthas • Perpetuals • Shrub • Old-Fashioned • Miniatures • Tree or Standard — CLIMBING AND TRAILING ROSES: Large-Flowered • Everblooming • Climbing Hybrid Teas and Polyanthas—FIRST ROSE PLANTINGS: Location, Formal and Informal Plans • Garden Walks • Color effects • Best Stock—SOILS, PLANTING, TRANSPLANTING: Acidity • Alkalinity • Time to Plant—CARE: Fertilizers • Hunger Signs • Watering • Mulching—PRUNING, CUTTING, DISBUDDING—PROTECTION: Soil Mounds • Safety for Climbers • Tree Roses • Rodents—SPRAYING AND DUSTING—INSECTS, THE COMMON EIGHT—DISEASES, THE BIG FOUR—SPECIAL CLIMATES: Florida • Gulf Area • Arid Regions • California—PROPAGATION AND HYBRIDIZATION: Cuttings • Layering • Budding • Breeding—EXHIBITING—FUN WITH ROSES: Arrangements • Corsages • Rose Beads • Potpourri • Public Rose Gardens.

For the Gardener at Christmas...

J. & P. WATERING TOOL ... Works Like Magic

The perfect way to water roses!
Easy to use!

Weighs only one-half pound

Directs a gentle flow of water—of full pipe volume—underneath foliage and to back of flower beds, to soak deep around roots. No splashing. Does not wash top soil nor uncover roots. This Tool will easily deliver a generous flow of water to any part of the garden. Excellent for small gardens where space is limited or for large ones where it ordinarily takes a long time to water thoroughly.

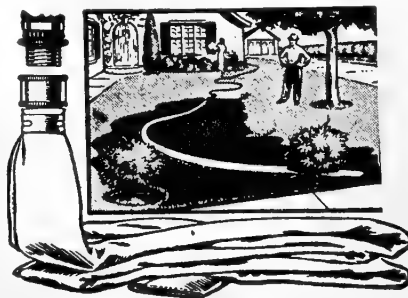
Postpaid \$3.50 each



SOIL SOAKER

Like all-night rain, the water seeps through the pores of the treated, mildew-resistant, self-cleaning canvas hose over its entire 12-ft. length—no spray, no wash, no waste, no wetting leaves of plants. Connect to hose, turn on water, let it go! Fine for lawns, too. The slow seepage of water permits deep, thorough watering over a large area.

Postpaid \$2.00 each



Jackson & Perkins Co. 1 Rose Lane
Newark, New York State

MANDALAY (Right)

(Plant Patent No. 775)

Largest of all yellow Roses; flowers as big as 6 in. across . . . gigantic beauties! The long, pointed bud unfolds into a very large, high-centered bloom of clear, pure gold which remains gallantly undimmed throughout the life of the flower. The 40 petals are long and firm and of smooth texture. Here's a flower with unmistakable exhibition qualities.

A hardy, prolific grower that will reign in eye-filling splendor all summer long. Always in bloom, always outstanding. If you could have but one yellow Rose in your garden, Mandalay should be your choice. It has everything you could want and grows luxuriantly everywhere.

Bud . . . long, pointed, golden yellow.

Flower . . . opens slowly and perfectly, retaining its potent golden yellow; delicate fragrance. Large, high-centered, on long stems . . . largest yellow Rose.

Petals . . . firm, long, smooth-textured.

Habit . . . about 3 ft. tall. Very free-blooming; resistant to sun, rain, heat and disease.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

**Mandalay**

© J. & P. CO.

© J. & P. CO.

Sonata

ONLY ONE GRADE . . . *The Finest*

SONATA (Left)

(Plant Patent No. 732)

All the delicate tones and vibrant harmony of a musical masterpiece find living expression in the exquisite form, enticing aroma, and sparkling color of this Rose. Sonata is truly as beautiful as a symphonic melody. Cochineal-red in spring and fall, in summer lightening to unusual hues of deep, lively pink. The outside of the petals is several shades darker than inside. The large, fragrant flowers are perfectly shaped, opening gradually and artistically from long, pointed buds of intense cochineal-red. Growing proudly erect on long, strong stems, Sonata blooms abundantly from spring to fall.

Buds . . . pointed, long; high-centered, artistic blooms.

Continuous . . . very prolific all season. Sun-, heat- and disease-resistant.

Habit . . . very hardy, vigorous, upright, about 36 in.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

TREE ROSES

J. & P. Modern Tree Roses are sold only in the spring but for the benefit of our Southern customers we will accept orders this fall for shipment after January 1st. In the Tree Roses you have the "Queen of Flowers" in her loveliest and most perfect form. The blooms on Tree Roses are superior in quality and of exceptional color. Their unusual form and unsurpassed beauty present a breath-taking picture in any garden.

Order in These Colors:

pink yellow red
salmon white multi-color

**Only \$5.00 each; 2 for \$9.50;
6 for \$25.00**

J. & P. Tree Roses are budded on a special strain of Multiflora root and stem.

Prepaid . . . price includes safe, expert packing. Guaranteed to reach you in good condition.

Order Tree Roses this fall. They will be shipped to you after the first of January, at the proper time for planting in your locality.

Important: Please Order Tree Roses on a separate order blank

J. & P.

Hybrid Teas

**MOST BELOVED
GARDEN FLOWERS****SAVE MONEY!**

Six particularly popular varieties at
a cash saving of \$1.65. One of each:

| | | |
|-----------------------|-------------|----------------|
| Eclipse | yellow | (below) |
| Crimson Glory | red | (p. 20) |
| Diamond Jubilee | buff-orange | (p. 2) |
| Mary Margaret McBride | pink | (p. 19) |
| New Yorker | red | (p. 3 & cover) |
| K. T. Marshall | pink | (p. 29) |

GROUP #538

Value \$9.85

SAVE \$1.65

\$8.20

ONLY ONE GRADE... *The Finest*

Eclipse

ECLIPSE (Below Left)**The Rose With the "Streamlined" Bud**

(Plant Patent No. 172)

Streamlined and modern . . . these slim tapering buds set a mark in grace and daintiness, often exceeding 2 in. long! The best all-purpose yellow Rose in all climates! Brilliant golden yellow petals . . . an arresting spot of color in the garden and in a bud vase, bouquet or as a boutonniere. Plants are of the vigorous branching type that produce abundant bloom all the time and have healthy, attractive green foliage. Disease resistant. Right up in top ranks of the 10 favorite Roses in America in popularity vote of American Rose Society. Winner of the most coveted medals in rosedom. If you do not already have a generous planting of Eclipse, you will thank us for suggesting it in your 1949 garden.

Distinction. . . there has never been another with sleek, flowing buds like these. Held erect above lush foliage.

Blooms. . . . golden yellow, large; 20 to 25 petals; long-lasting when cut. Light fragrance.

Originated. . . by Dr. Nicolas in our own gardens.

Awarded. . . Gold Medals in France and Italy; Gold Medal of the American Rose Society.

\$1.35 each; 3 for \$3.40; 12 for \$13.50**ADORATION (Not Illustrated)** (Plant Patent No. 453)

One of the loveliest of our newer Roses, a masterpiece of the noted Jean Gaujard. A subtle fragrance adds to its charm. The buds are particularly intriguing . . . long and pointed, opening gradually into high-centered blooms.

These 5-in. blooms are a brilliant salmon-pink tinted with orange at the base of the petals. Plants are strong and upright, about 30 in. tall. Hardy and vigorous.

\$1.50 each; 3 for \$3.75; 12 for \$15.00**SATURNIA (Not Illustrated)**

(Plant Patent No. 349)

Glorious with 20 flame-wrought petals casting their spell of enchantment. The face of the large petals is a brilliant cardinal-red while the reverse is salmon-yellow and copper, creating a warmth of tone difficult to describe. Grows to an average height, with fine cutting stems. Fragrance is very pronounced and fruity.

\$1.50 each; 3 for \$3.75; 12 for \$15.00**Pink, Yellow and Red
Group #548**

| | | |
|------------|--------|---------|
| ERNIE PYLE | pink | (p. 27) |
| ECLIPSE | yellow | (left) |
| RUBAIYAT | red | (p. 29) |

One of each:

Value \$4.35

SAVE 70c

\$3.65

JACKSON & PERKINS CO.
World's Largest Rose Growers

MIRANDY (Right)

(Plant Patent No. 632)



Of compelling interest in its tall, very vigorous plant habit. Originated in California and well liked throughout the country. Long, ovoid buds of a rich, warm red that brings unusual brilliance to bouquets and table arrangements. Blooms are large, very double (40 to 50 petals), maroon-red, freely borne. Their perfume is a penetrating Damask. A seedling of the well-known Charlotte Armstrong.

Plants... tall (2½ to 3 ft.), vigorous.

Blooms... large, very double, 40 to 50 petals. Freely borne, particularly in cool weather.

Perfume... Damask, penetrating.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

**Mirandy****ERNIE PYLE (Left Below)**

(Plant Patent No. 673)

Remarkable profusion of warm rose-pink flowers of great size and unusually abundant fragrance. Bushy, vigorous in growth... developed from a seedling of the wild Rose of Alaska. Ernie Pyle grows with sleek vigor and amazing resistance. Excellent as a cut-flower... keeps a long time; long strong stems. Extravagant rose-pink flowers made warm and vibrant by a suffusion of yellow at the base of each petal. Slow-opening, long-lasting in bloom... will be one of America's most popular pink Roses.

Bud..... ovoid, pink, opening slowly and dramatically.

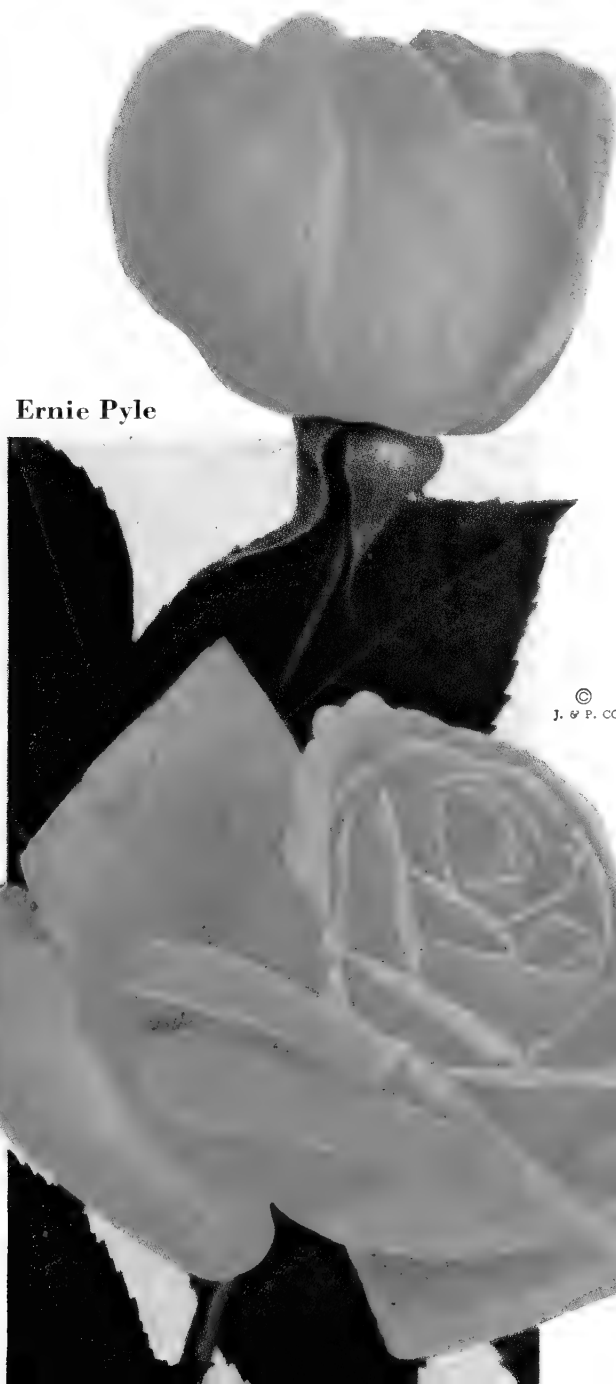
Bloom..... large, cup-shaped, warm rose-pink.

Fragrance... generous and alluring.

Height... 2 to 2½ ft., vigorous and bushy

History... a seedling from the hardy strain of the wild Rose of Alaska developed by E. S. Boerner.

**\$1.50 each; 3 for \$3.75;
12 for \$15.00**

**Ernie Pyle**©
J. & P. CO.**CYNTHIA BROOKE (Below)**

(Plant Patent No. 551)

Exceptional coloring in a lovely range of pink and yellow. From the striking salmon-orange bud to the pinkish-orange buff-yellow of the mature bloom, Cynthia Brooke is constantly attractive. Presents an indescribable pastel harmony... subtle tones so perfectly blended you'll go back to admire again and again once this beauty appears in your garden. A Rose gem of surpassing loveliness and perfume, in an entirely different and unique color combination.

Buds..... rounded. Salmon-orange.

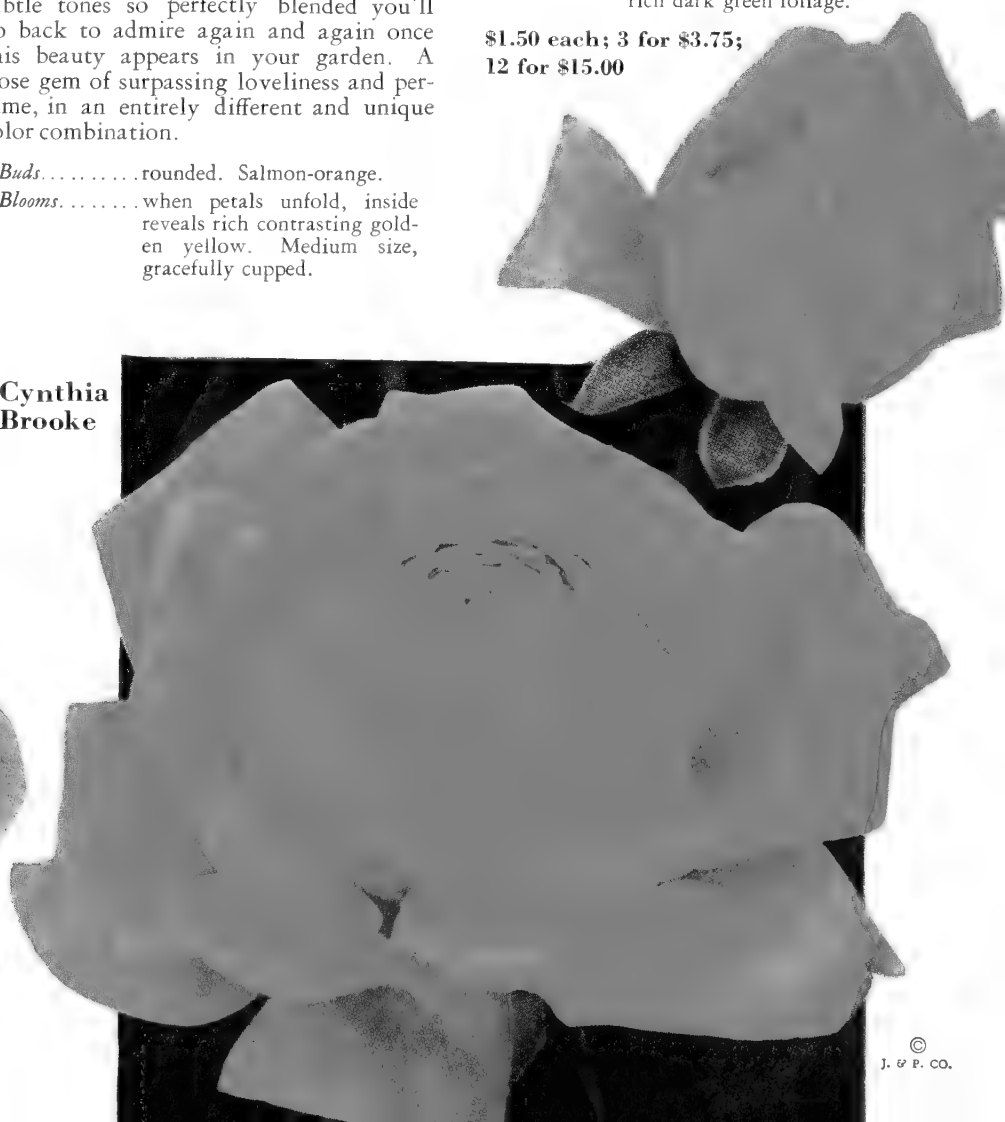
Blooms..... when petals unfold, inside reveals rich contrasting golden yellow. Medium size, gracefully cupped.

Ever-Changing... softens to pastel shades and finishes pinkish orange on outside of petals and buff-yellow inside.

Fragrance..... fruity

Habit..... hardy. 20 in. tall. Leathery, rich dark green foliage.

**\$1.50 each; 3 for \$3.75;
12 for \$15.00**

Cynthia Brooke©
J. & P. CO.



© J. & P. CO.

Mme. Marie Curie



CHARLOTTE ARMSTRONG (Below)

(Plant Patent No. 455)

Perfectly formed, blood-red buds develop into large, spectrum-red blooms. The bud opens slowly and the flower keeps its perfect form right up to the time it is fully developed. A very double Rose that lasts well in the garden. Color is so brilliant that in strong sun there seems to be a delicate silvery edge around each petal. Dainty, sweet fragrance. The rugged plants are well over 3½ ft. high, covered generously with beautiful foliage and plenty of young new growth the glistening bronze color of red barberry. Even late in September, there will be many flowers and because of the cool weather, their color and form are lovely beyond description. Plant Charlotte Armstrong in your own garden with confidence that it will give you a profuse display of very beautiful rich red blooms from early spring right through July, August, and September to frost.

Form . . . perfect from the tight bud until the flower is fully developed.

Color . . . spectrum-red in cool months, cerise in summer heat.

Vigorous . . particularly vigorous and luxuriant. One of the largest in our garden.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



**Charlotte
← Armstrong**



All-America

**TOP-SCORING ROSES FROM
ALL-AMERICA TRIALS OF PAST YEARS**



MME. MARIE CURIE (Left)

(Plant Patent No. 727)

Considered by many to be one of the most satisfactory yellow Hybrid Teas. Mme. Marie Curie will produce a succession of clear yellow Roses in your garden. A good all-season performer; will not fade but remains clear throughout the hottest days. Color deepens in the fall.

Generous in its freedom of bloom, it bursts forth with beautifully formed flowers held proudly on vigorous spreading bushes of medium height. Resembles the old favorite, Mrs. du Pont, but the color is brighter and stems are longer. Disease-resistant foliage is rich and sets off the well-formed flowers of medium size.

Color clear, dancing yellow; does not fade.

Plants excellent bloomer; hardy; 3 ft. tall.

Disease-resistant . . not susceptible to ordinary Rose ills.

Buds orange, tight, pointed, open slowly.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



PEACE (Below)

All-America Rose for 1946

(Plant Patent No. 591)

Another great new Rose which has become increasingly popular. The ovoid buds are golden yellow, etched with pink. As they open, they change from canary-yellow to pale gold to iridescent cream. The petals are edged with apple-blossom-pink that deepens as the flower slowly opens to glorious 5-in. blooms.

As the flower matures, the petals roll gracefully outward to form a very double bloom, attractively cupped and with a high-centered golden heart. Individual petals are large, numbering from 40 to 45. The bloom is firm-textured and never balls in any weather. Its fragrance is delicate.

The plant is hardy . . . vigorous . . . disease-resistant. Flowers are unusually large, on heavy stems that lift them proudly above the foliage. Needs no disbudding.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



Peace

©
J. & P. CO.

Winners



HORACE McFARLAND (Below)

(Plant Patent No. 730)

Supplies the long-pointed buds and a rich apricot-pink coloring that means so much to the modern garden. Ranges from orange-pink in the bud through apricot-pink and salmon-buff to coral-pink in the full-open bloom. Flowers are produced very freely throughout the entire season, on sturdy, healthy, well-balanced plants with large, leathery, rich dark green foliage. The sentimental associations of the name itself will make thousands of Dr. McFarland's admirers want to grow this Rose; the rich orange-pink buds will amply reward your efforts. The large flowers have 45 petals and age from deep apricot-pink through salmon-buff to coral-pink when fully open. From Mallerin, the famous French hybridizer.

Prolific....very free-flowering, from June till frost.

Plant....clean, upright, 2½ to 3 ft.

Distinction...All-America, 1945. Delightful buds and trim plants.

**\$1.50 each; 3 for \$3.75;
12 for \$15.00**

Horace McFarland



KATHERINE T. MARSHALL (Right)

(Plant Patent No. 607)

The All-America Winning Pink Rose of 1944. So glorious, so appropriately named to honor the wife of America's great General Marshall! All-America... created in our own Newark nurseries. This is a Rose of rare beauty and delicacy of form. It grows vigorously with large, open, upright blooms of friendly warm glowing pink. Highly praised in all sections of the country. Bred to hardiness and perfect form. The growth and foliage are equal to the Radiance family and outstrip the old favorite President Hoover. Fruity fragrance. Long, fine stems, ideal for cutting.

Buds....long-pointed, deep coral-pink with suffusion of yellow.

Fragrance...marked and fruity.

Blooms...full, cupped, 5 in. Heavy petals resist summer sun.

Plants...hardy, very vigorous, tall, 2 to 4 ft.

**\$1.50 each; 3 for \$3.75;
12 for \$15.00**



RUBAIYAT (Right)

(Plant Patent No. 758)

Unchallenged winner of the 1947 All-America Rose Trials. A brilliant red with a profusion of long, graceful buds appearing early in June if planted this fall. As the buds open, releasing their wealth of old Rose fragrance, a glorious riot of deep, scintillating crimson is revealed in the very hearts of the blooms. And this vivid burst of color is accentuated on the outside of the petals by a delicate tone several shades lighter.

Your Rubaiyat plants are luxuriant in growth and have demonstrated their hardy, disease-resistant qualities in all climates. You'll be delighted with the unflagging production of extra large flowers on these tall, shapely plants. You'll enjoy their glowing warmth, lovely form, and profusion of blooms for years to come!

Buds....long and shapely, with a delicate crimson-pink exterior.

Bloom....large, open slowly, a rich crimson to red-Rose color.

Fragrance...elusive aroma of old Roses.

Habit....extra tall, vigorous, remarkably disease resistant.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

©
J. & P. CO.

Rubaiyat



Katherine T.
Marshall

©
J. & P. CO.

**SEE GROUP
ON PAGE 31**

EXQUISITE!

**Prima Donna****PRIMA DONNA (Left)**

(Plant Patent No. 639)

The Queen of Flowers at Her Glorious Best!

Prima Donna has the stark rich color of salmon-pink clouds in an autumn sky at sunset. Warm, vibrant, alive . . . breathes on your garden a nerve-tingling intensity of sheer perfection in glorious deep salmon! Glorious blooms 5 in. across.

Inexplicably bred with this brilliant fleck of spectrum are exquisite form, spartan vigor and elusive yet ever-present fragrance. Few varieties of garden Roses approach Prima Donna in its lavish combination of outstanding qualities. Truly a Rose to please the most discriminating . . . a Rose destined to bring legions of new courtiers to the Queen of Flowers.

Blooms Freely All Summer

The tall, sturdy plant grows luxuriantly, displaying remarkable vigor and resistance for such beauty of form and color. Countless buds unfold lazily from June to fall, drenching the plant in a crescendo of deep salmon blooms delicately brushed pink. The graceful pattern of unopened petals in the heart of the bloom is intense and rich, softening in tone only as the velvet petals unfurl themselves in a glorious finale of salmon-pink harmony.

Profuse . . . blooms particularly well during July and August.

Buds . . . exquisite, bright salmon-pink, unfurls slowly and delightfully.

Blooms . . . perfectly formed, high-centered. Blooms all summer.

Color . . . rich, deep salmon with pink suffusion, with intense pink in the heart. Sun-fast.

Fragrance . . . appealing, alluring, not heavy.

Plants . . . vigorous, very resistant to all Rose ills. Stands sun and heat well.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

ONLY ONE GRADE . . . *The Finest*

Protect Your Roses
The Easier, Better Way!

Use

J. & P. ROSE SPRAY
J. & P. ROSE DUST

(See Order Blank)

Zulu Queen**ZULU QUEEN (Right)**

(Plant Patent No. 363)

Most Widely Used Dark Red

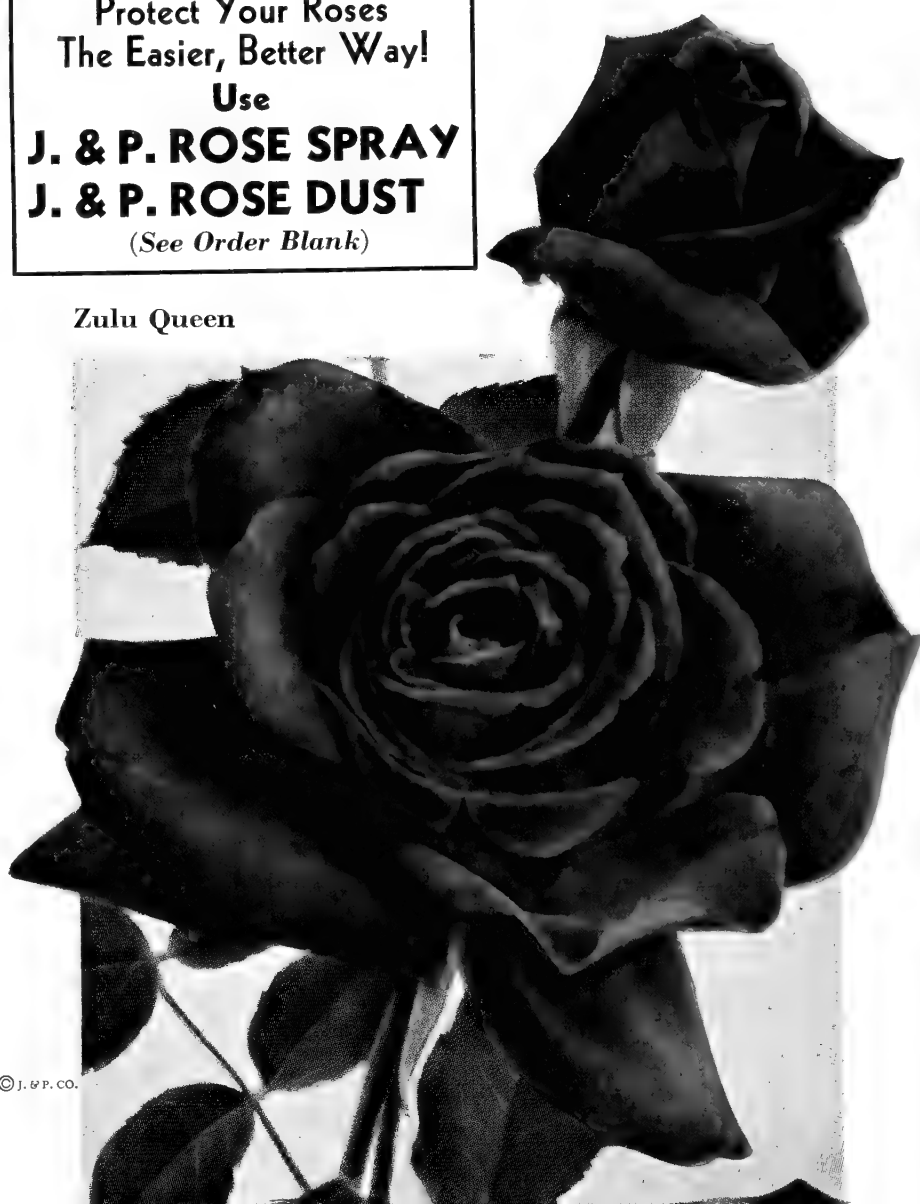
The darkest and one of the "blackest" of all red Roses . . . a magnificent, dusky deep maroon, almost black in its recesses. The flowers are very large and full-petaled. Large, dark green foliage on a stalwart bush. Of distinct vigor and beauty, the rich, velvety blooms never burn in the sun, hold their color admirably in torrid weather. While not an unusually free bloomer, Zulu Queen will produce more than enough flowers to satisfy your expectations. The demand continues steadily for this rare Rose. Medium in height.

Bush . . . vigorous, hardy, well-proportioned; grows 2 ft. tall.

Blooms . . . the long, pointed buds open gloriously; distinctly and delightfully perfumed.

Generous . . . each bloom proudly borne, singly on long stems. While not an exuberant bloomer, far from sparse.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



All-America GROUP

A choice collection of proven winners! In the rigid All-America tests of various seasons, these were among the top-scoring varieties. Each will quickly reveal its superiority when planted in your own garden. Plant them this Fall.

Diamond Jubilee (p. 2) buff-orange

Mary Margaret McBride
(p. 19) pink

Rubaiyat (p. 29) red

K. T. Marshall (p. 28) pink

Mme. Marie Curie (p. 28) . . . yellow

Peace (p. 28) yellow

Forty-Niner (p. 6) yellow-red

Dicksons Red (p. 22) red

Value \$13.85

Save \$2.30

only \$11.55
Group #558



Be sure to see other
All-America Roses
on pages 2, 6, 7, 19,
28, 29

SENSATIONAL!

ENCHANTMENT (Right)

(Plant Patent No. 737)

One of Our Most Popular Recent Introductions

In early season, develops a great display of large, stately buds, apricot-tinged outside, deepening to clear yellow at the base. These lovely buds open gracefully with high-centered form, producing huge, long-lasting blooms of an entrancing peach-pink color. They attain 6 in. across at maturity, with as many as 35 petals per flower!

It required years of careful breeding by experts to create this truly distinguished Rose for you . . . so be among the first in your neighborhood to

display its enchanting beauty! The plants are vigorous and upright, growing from 2 to 3 ft. high, with a wealth of dark green, disease-resistant foliage.

Size Very large blooms.

Buds large, stately, opening gracefully with high-centered form.

Fragrance . . . delightfully elusive, yet all-pervading.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

Enchantment

J. & P. Leaders Group #568

Outstanding new varieties recently
introduced by J. & P.

ENCHANTMENT (at right) . . . pink

DIAMOND JUBILEE (p. 2) . . . buff-orange

RUBAIYAT (p. 29) red

NEW YORKER (p. 3) red

SUNSET GLORY (p. 24) . . . two-tone

Value \$9.00

Save \$1.50

only \$7.50

JACKSON & PERKINS CO.
World's Largest Rose Growers



© J. & P. CO.

PAN AMERICA (Above) (Plant Patent No. 437)

Christened Pan America at Newark's Festival of Roses as a bow to good neighborliness and inspired by its gay colors. Compelling warm hues, particularly as the reddish orange buds unfold to show deep orange inside and these rich tones diffuse into beautiful tawny yellow with outside of petals darker gold. In the final stages, lovely light gold, darker outside. Of strong appeal both to those who prefer yellow Roses and to those who get a special thrill from the play of color in the lively

blossoms of Pan America. Throughout the summer, these rich color blends are continuously displayed in your garden as the blooms repeat again and again.

Buds.....long, ovoid, striking deep colors.

Fragrance...sweet, Tea-like, alluring.

Continuous...throughout the summer, with a rich epilogue of even deeper color in fall.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

CHARMING!Greer
Garson

© J. & P. CO.

**GREER GARSON** (Above) (Plant Patent No. 781)

A Rose as completely captivating and notable in performance as its namesake of motion-picture fame. The deep rose-pink buds are large and pointed, opening slowly, with the outer petals spreading gracefully and the inner ones unfolding even more slowly. The unique combination of delightfully reflexed petals in 5-inch deep rose-pink perfect blooms casts a subtle charm over the whole plant. The long-stemmed blooms are a true, deep rose-pink, with hearts brilliantly suffused yellow. Fre-

quently sends out long shoots, each with its large perfect bloom and following with a candelabrum of 3 to 6 more blooms on one lovely stem.

Blooms...modern, high-centered, exhibition form. 5 in. across. Deep rose-pink.

Fragrance...delightfully sweet and fruity.

Plants...vigorous, firm, 30 in. tall. Healthy, waxy foliage. Grows lustily.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

**J. & P. ROSE SPRAY
and ROSE DUST**

Your garden should be sprayed or dusted regularly until cold weather. This will help to control insect pests and plant diseases both this year and next. For details, see insert in center of catalog.

STARTLING!

© J. & P. CO.

Grey Pearl**GREY PEARL** (Left) (Plant Patent No. 680)**The Sensational Grey Rose Introduced by J. & P.**

At last we have a supply great enough to take care of everyone. However, we urge you to order early because when Grey Pearl was first illustrated in our catalog the demand swept the country like wild-fire.

Amazing Play of Soft Colors

The coloring is sensational from the bud through to development of the mature bloom. A rare combination of warm tan and olive mark the ovoid pointed bud. As it opens slowly, its 40 to 50 petals become lavender-grey with some shadings of olive and tan. The color tones vary at different seasons. They range from ripe olive-grey tinted deep pink through mauve and mauve-violet. The reverse of the shorter under petals shows a light tan color, gradually melting to a soft lavender-mauve.

Perfect Form and Substance

The blooms are of perfect form! High-centered and fully double, Grey Pearl has produced blooms so perfect as to please even the most discriminating rosarian. Such perfection of form and remarkable coloring make Grey Pearl truly a wonder of the plant world.

Aside from the personal satisfaction of growing this great Rose you will be further rewarded as your friends and neighbors come again and again to see this lovely horticultural break. While it is not an unusually vigorous grower, reasonable care will be generously rewarded by many of the unique blooms.

\$2.50 each; 3 for \$6.25

Panorama



© J. & P. CO.

PANORAMA (Above) (Plant Patent No. 614)

Loveliest of the pink and white bicolors . . . each silken petal a glorious deep rose-pink outside, silvery-buff with pink suffusion inside. A marvel of nature, a pride of rosedom, Panorama is an enticing Rose of unique contrast. Large, well-formed blooms, although frequently as much as 6 in. across, have a delicate quality because of the unique color variations. By far the best pink and white bi-color.

Seems deep pink in the bud but the outside color lightens and then as the petals open the silvery reverse sparkles in the sun. The whole effect is most interesting in all stages . . . from the full, ovoid bud to the large, beautifully cupped, 6-in. bloom. Added to the pleasing silver and pink color effect, Panorama has an abundant old Rose fragrance. The hardy plants are bushy and disease-resistant. All in all a very desirable addition to any Rose garden.

Buds . . . full and ovoid, entrancing contrast as petals unfold.

Flowers . . . large, beautifully cupped. 6 in. across.

Fragrance . . . abundant . . . old Rose perfume.

Plant . . . hardy, bushy, disease-, sun-, and rain-resistant.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

FLAMBEAU (Right) (Plant Patent No. 374)

Bright as the glow of the flaming fagots for which this brilliant top-flight Rose is named, the color of Flambeau is a vivid, vibrant, rich scarlet with shimmering velvety sheen on inside of petals. Brilliant tones and high-lights make Flambeau stand out like a beacon of color in any Rose planting. Deep carmine buds blend into open blooms of brightest scarlet. Particularly satisfactory for your garden because of its size and brilliant color. Exuberant in growth and most generous in bloom, it is fast becoming a favorite tall red Rose.

Plant Flambeau in your garden this fall; next June you'll be delighted beyond words with the tall sturdy stems crowned with striking bright blooms.

Its natural grace is appealing in flower arrangements; men like the buds for boutonnieres; women praise Flambeau for its bold splash of color, both in the garden and in bouquets. Flambeau sets the garden aflame with compelling color that wins the admiration of all; the tone lightens somewhat in midsummer. Tall, 2½- to 3-ft., full bushes; hardy, very vigorous.

Buds . . . trim, slender, pointed, carmine.

Blooms . . . open slowly into appealing petal formations, delightfully fragrant. Long stems.

Color . . . glowing scarlet, with shimmering velvety sheen.

Created . . . in the J. & P. department of Plant Research.

\$1.35 each; 3 for \$3.40; 12 for \$13.50

BRILLIANT!

© J. & P. CO.

Flambeau

THE EVER.

Older Favorites of

Beloved favorites of many a fine Rose garden, these are the best of the older Hybrid Tea Roses. Admired by Rose-lovers for years, these varieties still merit a place in any garden.

Only Roses that do well in all parts of the country are in this list . . . recommended by leading rosarians, extensively planted in public Rose gardens.

Highest-grade, 2-year-old, field-grown plants, ideal for a large colorful planting at little cost. A generous supply of cut-flowers can be obtained throughout the season from your plantings of the Ever-Popular Dozen.

NOTICE

Our supply of some varieties may become exhausted. To avoid the possibility of disappointing you, we will substitute similar types if necessary, unless you instruct us not to on the order blank.

President
Herbert
Hoover

Mrs. Pierre
S. du Pont

K. A.
Vik-
toria

Etoile de
Hollande

President
Macia

McGredy's
Yellow

Poinsettia

Condesa
de Sastago

YOUR OWN CHOICE

of any of the 22 varieties listed

\$1.00 ea., 3 of one kind \$2.50

12 of one kind \$10.00

**Guaranteed to
Live and Bloom**

JACKSON & PERKINS CO.
World's Largest Rose Growers

POPULAR DOZEN

\$1.00 each, 3 of one kind \$2.50

Many Fine Gardens

★**CHRISTOPHER STONE.** Velvety scarlet-crimson; Damask fragrance. Very popular; upright. Stands hot weather.

★**CONDESA DE SASTAGO.** Two-toned coppery pink inside, golden tint outside.

Dainty Bess. Large frilled single flowers, flesh-pink inside; old-rose reverse. Deep red stamens. The best single Rose.

★**DUQUESA DE PENARANDA.** Copper-apricot in summer, cinnamon-peach in fall. Long stems.

★**ETOILE DE HOLLANDE.** Bright red; large; loose; semi-double, fragrant. Vigorous.

Home Sweet Home. Large, fragrant, clear glowing pink with silvery edges.

★**K. A. VIKTORIA.** Exotic pure white blooms for contrast in bouquet or garden.

McGredy's Ivory. Delicate creamy white, yellowish at base. Long-pointed bud.

★**McGREDY'S YELLOW.** Large, bright butter-cup yellow. Exquisite bud and flower.

Mme. Joseph Perraud. Deep, warm coppery yellow flowers. Long stems. Large and fragrant. Vigorous.

Mrs. Erskine Pembroke Thom. Fine buds; perfect rich yellow flowers; delicate fragrance.

★**MRS. PIERRE S. DU PONT.** Deep golden yellow, slightly lighter with age; semi-double. Fragrant. Steady bloomer.

Mrs. Sam McGredy. Scarlet-copper-orange, flushed red outside; fragrant. Profuse, continuous bloomer. Very hardy.

★**NUMA FAY.** Very full-petaled; light coral-pink, satiny and fragrant. Free blooming; fine for bedding.

★**POINSETTIA.** Long, pointed, perfect buds; glowing fire-red. Vigorous. Fine for cutting.

★**PRESIDENT HERBERT HOOVER.** Maroon and orange, two-tone. Vigorous, upright; free-blooming. Fragrant.

★**PRESIDENT MACIA.** One of the finest pinks. Long, rich pink buds. 6-in. blooms; flesh, rich pink reverse.

Radiance. Cameo-pink; large; intensely fragrant. Blooms all season, in all climates. Tall.

Red Radiance. Very large; long-lasting; intensely fragrant; clear, even red. Tall.

★**SOEUR THERESE.** Long, pointed, silvery yellow buds, marked mauve-red. Fragrant. Many daffodil-yellow blooms.

Talisman. Golden yellow and copper; long-lasting. Free-blooming.

The Doctor. Sparkling pink buds, pointed; one of the largest of all blooms—5 to 6 in. across.

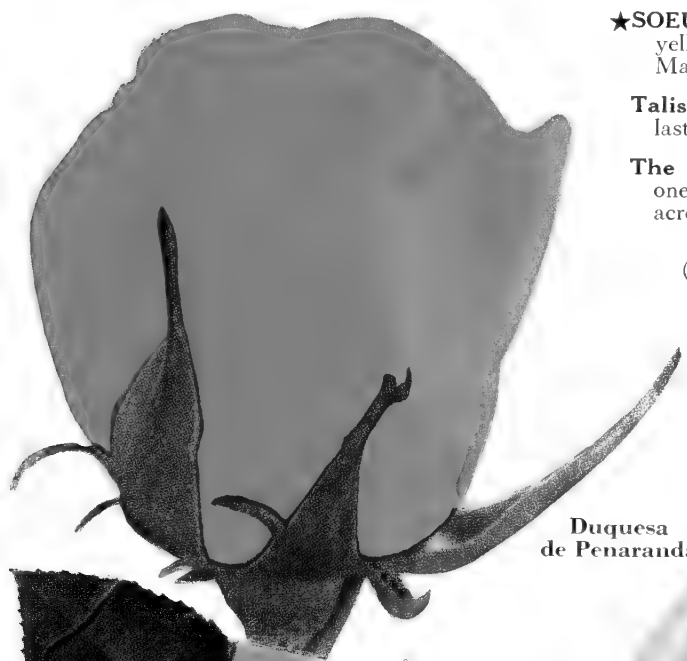
(Items starred are illustrated)

All 12 Roses shown
on these two pages
GROUP #578 \$10.00
(Value \$12.00)
You save \$2.00

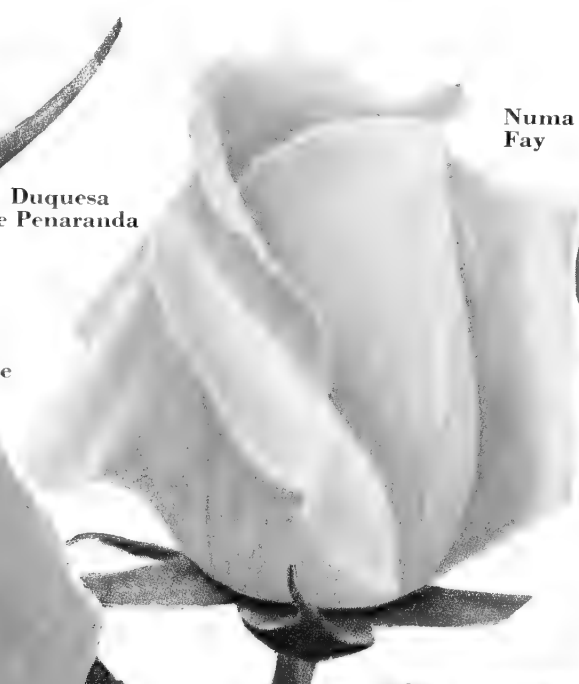
All 4 Roses shown
on this page
GROUP #588 \$3.35
(Value \$4.00)
You save 65c

All 8 Roses shown
on opposite page
GROUP #598 \$6.65
(Value \$8.00)
You save \$1.35

36 plants, 3 of each
of all 12 Roses shown
GROUP #608 \$30.00
(Value \$36.00)
You save \$6.00



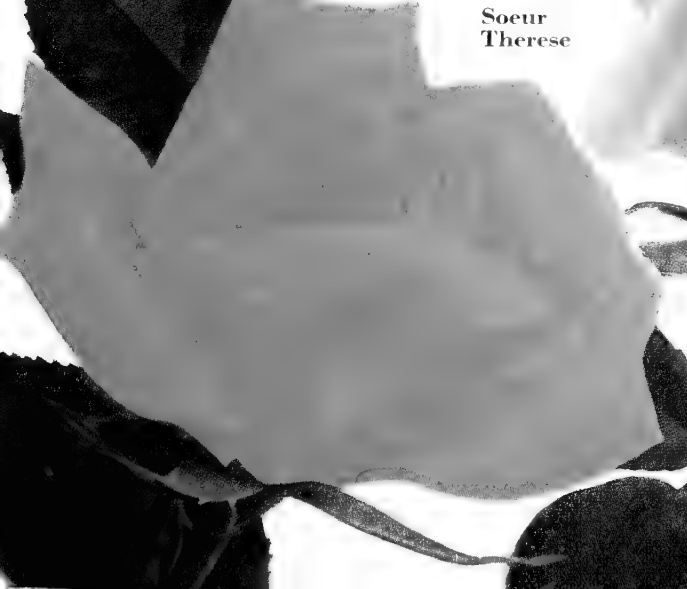
Duquesa
de Penaranda



Numa
Fay



Christopher
Stone



Soeur
Therese

J. & P. Climbers.

BLAZE

(Plant Patent No. 10)

Most Popular of All Climbing Roses

Is red one of your favorite colors? Would you take pride in a glorious plant that buries itself under thousands of brilliant red Roses? Then plant Blaze! Most popular of all Everblooming Climbers. The popularity of Blaze increases year by year as more and more gardeners realize how colorful and dependable it really is!

Clusters of Brilliant Bloom

Introduced by J. & P. over a decade ago, these are the brilliant attractive double, red Climbing Roses one sees blooming all over America. You'll be thrilled with the exceedingly generous display of blooms in June, and each succeeding year will increase your devotion as the plants become firmly established and the sturdy canes of "old wood" bring the everblooming characteristic to the fore. You knew the older June-blooming counterpart variety as Paul's Scarlet Climber. Blaze is one of the finest Climbers for planting in any spot where this type of Rose is desired.

Easy to Grow . . .

Requires no special attention, but grows luxuriantly with a magnificent display of flowers. In this picture showing the entrance of a home here in the Rose Capital of America, the brilliant pillar of glowing red is in complete harmony with the porch.

Blooms . . . large clusters of many 2- to 3-in., cup-shaped flowers cover the plant.

Uses . . . train over arch or pergola. Drape on fences or garages. Grow on pillars or posts.

Prolific . . . masses of vivid scarlet for a long period in spring-time. Intermittent flowers all season.

**\$1.50 each; 3 for \$3.75;
12 for \$15.00**



Blaze

© J. & P. CO.

(Individual blooms at right)



PAUL'S SCARLET

(Not illustrated)

Until the advent of Blaze, its everblooming counterpart, this was the most-admired red Climbing Rose. Many still want it for the great profusion of large, vivid scarlet-red flowers in large open clusters.

\$1.00 each; 3 for \$2.50; 12 for \$10.00

MERCEDES GALLARD

(Not illustrated)

A truly everblooming, intensely fragrant climbing beauty, producing immense blooms of rosy red with an extraordinary violet tinge in cooler weather. Long, strong stems. Vigorous. Heavy foliage. Height 8 ft.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

JUNE MORN

(Plant Patent No. 375)
(Not illustrated)

A spectacular, sturdy Climbing Rose. Large, 5-in., Hybrid-Tea-size, double flowers are a bright lively carmine-pink. Blooms in great profusion in early summer and again throughout the season. Very hardy, vigorous. Height 8 ft.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

THOUSANDS OF BLOOMS
IN LIMITED SPACE!

NEW DAWN (Right)

(Plant Patent No. 1)

One of the hardiest Everblooming Climbing Roses known. New Dawn has the invaluable habit of repeating its perfect Hybrid-Tea-like blooms continuously all season. Have glorious Roses with the precious pink of apple blossoms and a delicate appealing old Rose fragrance in profusion on a plant that is easy to grow, requires little care and takes little ground.

The trim, perfectly formed, pointed buds are most artistic in their appeal, superb for use in bouquets and arrangements. They have fine long stems. The foliage is wondrously glossy, remarkably disease-resistant, and retains its attractive decorative appearance all season. The sturdy canes grow rapidly; even one plant can make a gorgeous display on trellis, arbor or fence. The plants flourish in almost any good soil and are lavish with lovely blooms like those shown at right.

Buds...exquisite, dainty pink flushed with deeper tones.

Blooms...delicate, soft pink, 4-in. blooms from early June until freezing weather. Delightfully fragrant.

Stems...ideally long for cutting.

Hardy...extremely hardy in all regions. Very vigorous, up to 15 ft.

History...everblooming strain of Dr. W. Van Fleet.

\$2.00 each; 3 for \$5.00; 12 for \$20.00



New Dawn

King Midas



DR. W. VAN FLEET

(Not illustrated)

Forebear of exquisite New Dawn. The large, pale pink, fragrant, Hybrid-Tea-like flowers are borne on fine long stems, ideal for cutting. Dr. W. Van Fleet has literally hundreds of lovely Roses on even a single plant. Profusion of bloom in June. Vigorous, hardy. Grows 12 to 15 ft.

\$1.00 each; 3 for \$2.50;
12 for \$10.00

JACKSON & PERKINS CO.

World's Largest Rose Growers

King Midas

(Left) (Plant Patent No. 586)

So shimmering, so regal, so glorious are the lovely, large Hybrid-Tea-like blooms of King Midas that in fancy one can almost see the mythical Persian King touch each red-flushed bud, transforming it and all it touches into living, limpid, yellow gold. Truly, this cheer-giving yellow that completely covers the plant for three to six weeks will bring a blaze of golden glory to pillar, porch, trellis, fence, or corner of the yard.

You will treasure King Midas with its modern, high-centered, tight buds and lovely, large, Hybrid-Tea-like flowers, in clusters of four to six. Another creation of Dr. Nicolas and our own Department of Plant Research. Particularly hardy and vigorous, it will establish itself quickly and then produce brilliant splashes of color every year. Canes 8 to 10 ft.

Buds.....high-centered, slow to open, deep gold with reddish tinge.

Blooms.....large, 4 to 5 in., in unfading yellow clusters of four to six on medium-long stems.

Very Prolific...begins early, continues through June till other large-flowered Climbers have ended.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

ONLY ONE GRADE...*The Finest*



Dr. J. H. Nicolas

© J. & P. CO.

DR. J. H. NICOLAS (Left)

(Plant Patent No. 457)

Enormous Deep Rose-Pink Blooms in a Dependable Cascade

One of the most sensational Climbing Roses ever introduced! Even confirmed rosarians continue to marvel at the wealth of fragrant blooms, the size of the large double flowers so like Hybrid Teas . . . and most of all, at its everblooming performance. Many first-year plants bloom persistently all season. As the first flowers fade, new shoots appear . . . all summer you will revel in the abundance of bloom!

Everblooming. . . a galaxy of bloom again and again throughout the season.

Fragrance. . . . rich, lovely enduring.

Immense. . . . double, deep rose-pink flowers, unbelievably large, 5 to 6 in.

Long-lasting. . . the first flowers remain alluringly attractive till even the last one of the cluster is open full.

Pillar. . . . very vigorous, grows to 10 ft. tall. Extremely hardy.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Climbing

WORLD'S FAIR

(Plant Patent No. 546)

(Not Illustrated)

Deep scarlet, double blooms rich as royal velvet made World's Fair Floribunda the official Rose of the Fair and destined it for generations of popularity in American gardens. Now this famous Rose is available as a hardy Everblooming Climber. Blooms in generous clusters of deep red buds that open into rich velvety flowers. Enchantingly fragrant. Grows 8 to 10 ft. tall. Treat yourself to a plant of Climbing World's Fair for any one of those bare places in the garden where you would like to see an added touch of bright cherry-red next year and for years to come.

\$1.50 each; 3 for \$3.75; 12 for \$15.00



Climbing Summer

Doubloons

ONLY ONE GRADE



DOUBLOONS (Left)

(Plant Patent No. 152)

Best All-Purpose Yellow Climber

The fabulous yellow Climbing Rose on which you can depend for quick results and real height.

There are three important reasons that Doubloons is the best all-purpose yellow Climber. Its flowers are magnificent, it blooms profusely for a long time, and it is unusually hardy and vigorous.

The husky, hardy canes grow as much as 12 ft. in a single season, for bountiful bloom the next year. You may even have some blooms the first year. Its magnificent flowers are borne in great profusion for a long period. Hardy, vigorous . . . will make your garden "glow" anew.

Blooms. . . large, golden flowers in delightful clusters.

Growth. . . vigorous, healthy; long, heavy canes.

Fragrance. . . spicy, clean.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

©
J. & P. CO.

Climbing

(Left)

SUMMER SNOW

(Plant Patent No. 400)

Clouds of glacier-white double blooms swirl about arbor, trellis or pillar to form a snowbank of bloom in June with fresh "flurries" of snow all summer. Often they are the last flowers in our garden when killing frosts come.

The glistening, double blooms are 2 in. across, effectively set off with golden stamens when full open, adding to the charm of their large clusters in bouquets and arrangements. Its masses of fragrant white blooms are glorious in the evening, entrancing in moonlight.

The hardy, vigorous plants require little care and fill out rapidly, growing 8 to 10 ft. tall. The picture shows only a part of the plant in our garden. Climbing Summer Snow is an unsurpassed white background before which you can display lovely color combinations with plantings of Floribunda Roses or perennials.

Flowers... clear, sparkling white. Loosely double, 2 in.

Fragrance... dainty, clean, refreshing.

Type... excellent pillar Rose, 8 to 10 ft. tall. Very hardy.

Vigorous. Very few thorns.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

Climbing

(Right)

CRIMSON GLORY

(Plant Patent No. 736)

Imagine the magnificent Crimson Glory in the form of a Climber! The rich crimson color, the fascinating fragrance, the perfectly formed blooms and all the vigor and profusion that make this Rose outstanding in its Hybrid Tea form have been captured in this amazing Climber.

Large, high-centered, crimson Roses on strong stems cover the plant for a long period. Perfect Hybrid Teas in a breathtaking cascade that is both unusual and lovely. In northern areas where sub-zero temperatures occur, Climbing Crimson Glory should have some winter protection or should be planted in a sheltered location to minimize the danger of winter injury.

Flower... perfect form, large, fully double. Very unusual.

Color... deep crimson of a striking tone.

Buds... urn-shaped, develop into perfect Hybrid Teas.

Fragrance... refreshing and abundant.

Hardiness... generally hardy but canes require some winter protection in cold northern areas.

\$2.00 each; 3 for \$5.00; 12 for \$20.00

...The Finest

GOLDEN CLIMBER (Right)

(Plant Patent No. 28)

Many features give Golden Climber its popularity. The interesting shape of the flowers is unusual. Its coloring is superb... the buds, flecked with orange-scarlet, burst into handsome, rich golden yellow, Hybrid-Tea-like blooms. Long stems, 18 in. and more, add grace and make the delicately fragrant, golden flowers especially adapted for cutting. Glossy leaves. Needs to become established before blooming heavily.

Buds... long, gracefully shaped, golden yellow.

Blooms... unique in form, slightly fragrant.

Stems... 18 in. or longer, fine for cutting. Smooth; very few thorns.

Lasting... long blooming period lengthens the enjoyment.

\$1.50 each; 3 for \$3.75; 12 for \$15.00

JACKSON & PERKINS CO.

World's Largest Rose Growers

Golden
Climber



Climbing Crimson Glory

© J. & P. CO.



J. & P. GIANT Delphiniums

Gayety

Enchantment

Debutante

Desirable

**"ALL-OUT-AT-ONCE" SPIKES
GUARANTEED TO BLOOM**

100% Double

Handsome, long-lasting, all-out-at-once 20 to 30-in. spikes with giant all-double flowers closely set on towering 5-ft. spires. Four to six such spikes to a plant in June and July, repeating bloom in the late summer and early fall.

An Improved Race

One of our chief aims in developing this new race was to provide trim and sturdy stalks not easily blown down by the wind . . . yet not cumbersome and stiff in bouquets. You will find that J. & P. Delphiniums do not need staking in most localities. A few groups of 3 or 5 plants will glorify your garden with full, strong flower-stalks holding their stately heads in regal dignity, making the garden more beautiful than ever before.

The Four on This Page:

DESIRABLE

Deep Violet. Truly distinct in its velvety violet-purple florets strikingly accented with white "bees" or eyes—on upright, well-balanced, wiry-stemmed, 4½-ft. spikes. The color holds. Really dramatic, both in the garden and in bouquets.

75c each; 3 for \$2.00; 6 for \$3.75;
25 for \$13.75

DEBUTANTE

White. Clean, sparkling tall spires, dramatic in a white garden, with other colors, or by itself. The chaste white double florets are closely set on the trim spikes, adding to their fine accent effect. Cool and refreshing. 4 ft. tall.

75c each; 3 for \$2.00; 6 for \$3.75;
25 for \$13.75

ENCHANTMENT

Light Blue. True Delphinium-blue, with white eyes—the hybridists' dream! A giant double Delphinium with superb masses of bloom on all-out-at-once spikes. 4 ft. tall. Adds great interest to any garden. Striking in a white vase.

75c each; 3 for \$2.00; 6 for \$3.75;
25 for \$13.75

GAYETY

Pink-Lavender. Outer petals blue. Lovely cupped florets from its forebear Lady Eleanor, England's favorite; spike habit and hardness from its J. & P. ancestry. Side shoots prolong bloom several weeks. Unique color display! 5 ft.

75c each; 3 for \$2.00; 6 for \$3.75;
25 for \$13.75

COMPLETE COLLECTION

1 each of the eight DELPHINIUMS
shown on these two pages

GROUP #628

8 PLANTS

(Value \$6.35) SAVE \$1.05

\$5.30

WHITE, BLUE, AND VIOLET

3 each, DEBUTANTE, ENCHANT-
MENT and DESIRABLE

GROUP #638

9 PLANTS

(Value \$6.75) for . . .

\$5.60

JACKSON & PERKINS CO.
World's Largest Rose Growers

HARDY NORTHERN NEW YORK STRAIN

Glorious

Divine

Freedom

Delightful

Easy to Grow

These lovely giants grow in your own garden with no more effort than you have previously spent on other types. These amazing new hybrids are hardy, disease-resistant, uniform. They will come up year in and year out, producing lovely flowers just like these pictures.

J. & P. CO.

The Four on This Page:

DIVINE

Rose-Mauve. Lovely lavender warmed by faint rose cast; wide-based pyramidal spikes; vigorous growth. Each floret blends its tones as if tinted in water color. Outstanding in groups in the garden. 5 to 5½ ft. of warm loveliness.

75c each; 3 for \$2.00;
6 for \$3.75; 25 for \$13.75

FREEDOM

White, with black-and-white "bees." Will "pep up" any garden. This variety is in great demand because it is an excellent color to accent a perennial border. Stunning in bouquets. 4½ to 5 ft. tall.

85c each; 3 for \$2.25;
6 for \$4.25; 25 for \$15.65

DELIGHTFUL

Deep Blue. The rare, real all-blue, in the darker shade so hard to get. Particularly effective because it is so good in combination with other colors. Glorious background for lower-growing flowers. Most popular of all. 5 ft. tall. This is what you have in mind when you speak of "Delphinium Blue."

75c each; 3 for \$2.00;
6 for \$3.75; 25 for \$13.75

GLORIOUS

A breath-taking tone of royal purple, by far the darkest and richest of all Delphiniums.

The long beautiful spikes are all-out-at-once in blooming, no shattering until the last buds are fully open. The stems are wiry and strong. The plant repeats quickly with its colorful blooms. It grows about 4 to 4½ ft. tall.

\$1.00 each; 3 for \$2.50;
6 for \$5.00; 25 for \$18.75

**BLUE, LAVENDER
AND WHITE**
2 each, **DELIGHTFUL, GAYETY**
and **DEBUTANTE**

GROUP #648
6 PLANTS **\$3.60**
(Value \$4.50) for ...

THE FOUR ON THIS PAGE

Glorious Divine
Freedom Delightful

GROUP #658
(Value \$3.35) **\$2.80**
Save 55c. ...

Modern Perennials

LYTHRUM

Morden Pink (Below)

The generous full spikes of clear, lovely soft pink are produced in great masses and make a fine show during July and August. Each plant miraculously sends up 10 or a dozen sturdy 3 to 4-ft. spikes, each one covered for almost its entire length with a tumbled pattern of clear pink florets. Perfectly hardy, it will thrive in wet or dry places in your garden. The plants are a solid mass of color in midsummer and should be used generously in groups throughout the border to enhance your garden picture.

55c each; 3 for \$1.50; 6 for \$2.75

Lythrum, Morden Pink



© J. & P. CO.

SEDUM spectabile, Brilliant Stonecrop (Below)

Especially endowed by nature with thick, succulent, light green leaves which store up moisture, withstands even the hottest, driest weather. Rugged, erect plants attain a height of 18 in. Gorgeous amaranth-red flower-heads. Very ornamental even before the blooming season arrives; indispensable as a late fall bloomer. Rejoices in a hot dry spot, but it does well in any location with ordinary soil and sun. Thrives in semi-shade.

55c each; 3 for \$1.50; 6 for \$2.75

VIOLET, Royal Robe (Lower Left Corner)

Magnificent, extra-large flowers of lustrous, deepest violet-blue. Intensely fragrant. The rugged plants have sturdy foliage and bloom abundantly in early spring and again in fall. The large superb flowers open wide, like a pansy or viola, often exceeding 1 in. across. Their stiff, erect stems grow up to 8 in. or more. One of our most popular perennials because it is such a useful plant for difficult, partially shaded spots where other things will not grow well. Hardy enough to live over winter even in this rigorous climate of Northern New York.

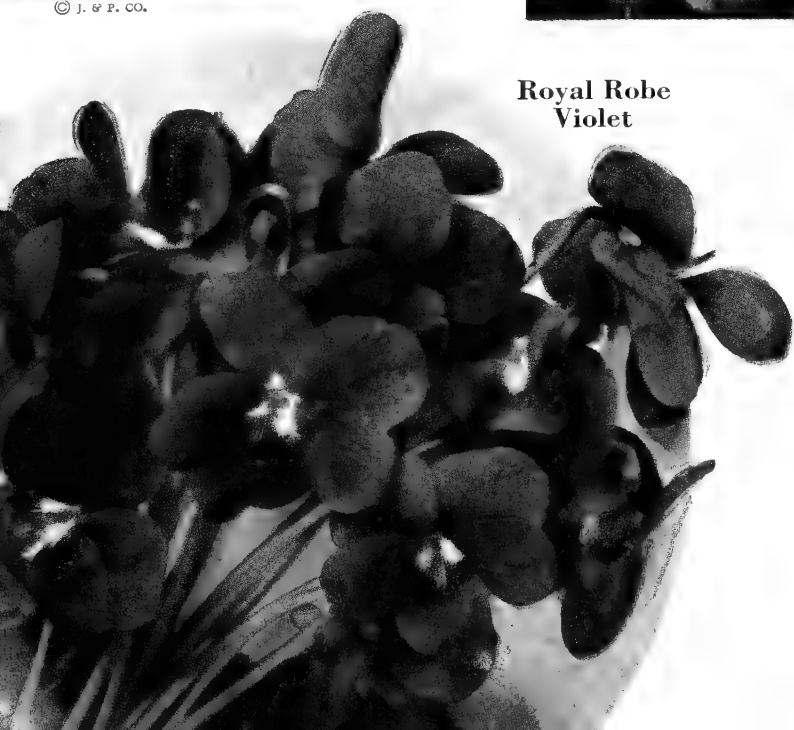
65c each; 3 for \$1.75; 6 for \$3.25

Sedum, Brilliant

© J. & P. CO.



Royal Robe
Violet



White Bleeding-Heart



© J. & P. CO.

Give Your Garden More Color

WHITE BLEEDING-HEART

(Bottom of Page)

Dicentra formosa, Sweetheart

This lovely, delicate plant blooms heavily in the spring and continues to produce flowers all during the summer and fall. The shape of the pure white flowers is similar to the old-fashioned Bleeding-heart, but they are a little smaller in size and far more delicate in appearance.

Said by many to have the handsomest foliage of any garden flower. The light green, silvery leaves are almost transparent; they are especially neat, particularly graceful and fern-like with many deep indentations. Related to some of our daintiest but hardy woodland flowers, White Bleeding-heart grows luxuriantly in any reasonably good garden soil but prefers a continuous supply of moisture and slight shade. Grows only 9 to 12 in. high.

\$1.00 each; 3 for \$2.50; 6 for \$5.00; 12 for \$10.00

CAMPANULA, Blue Carpet *Carpatia Improved*

(Below)

We recommend this highly for edgings, for rock gardens, or any other location where you want a very striking low "carpet of blue" from June to fall. Will grow well for you in full sun or in semi-shady places. Blue Carpet has the larger, light blue, bell-shaped flowers on 5 to 6-in. stems.

Very conspicuous and showy, will help you to have color in your perennial border all season. This variety is exceptional, giving blue color when there is very little other blue in the garden. Remains attractive all season and doesn't sprawl like other members of this family.

60c each; 3 for \$1.60; 6 for \$3.00

Campanula, Blue Carpet

© J. & P. CO.



CATANANCHE (Below, Bottom of Page)**Giant Cupid's Dart*****Coerulea major***

Bright, deep violet-blue, 2-in. flowers like double Corn-flower or Bachelor's Button; on silvery, slender branching stems; silvery buds and seed-hips. Slender, tufted, silvery foliage. Live and lovely for front of border. Height 20 in.; excellent for cutting . . . this lacy, dainty flower may be used in bouquets of most any garden blooms with artistic effect. Fine for boutonniere. Blooms profusely from July till frost. Think of having these delightful flowers all summer and fall, right from the time the spring Bachelor's Buttons stop blooming because of the hot weather.

55c each; 3 for \$1.50; 6 for \$2.75

CARNATION, IRENE (Below)***Dianthus caryophyllus*** (Plant Patent No. 747)**THE MOST FRAGRANT OF ALL GARDEN PINKS**

The fragrance of Irene is one of its outstanding qualities . . . literally drenches the garden with old-fashioned, clove-scented fragrance unequaled by any other garden Pink. Flowers themselves are produced continuously, the new buds opening as the old ones finish. One 8-in. plant in our garden had over 60 flowers last spring. Irene is an exquisite shade of pink, bearing 2 to 2½-in., very double flowers, averaging about 60 petals each. The sturdy stems are 12 to 15 in. long and the plant makes a solid mound of color in the garden. A sport of England's top-favorite white Carnation, Mrs. Sinkins.

This delightful Pink will give you as much enjoyment as any other perennial because of its unusually heavy fragrance, its amazing number of flowers and easy culture.

\$1.00 each; 3 for \$2.50; 6 for \$5.00; 12 for \$10.00

Carnation, Irene

© J. & P. CO.



Catananche

© J. & P. CO.

**VIOLA, Yellow Vixen**

(Below)

A Dainty and Attractive Novelty

A new hardy everblooming perennial Viola in a bright clear yellow which will make your gardens and borders more colorful from early spring to frost. Originated here in Northern New York, it has lived through many hard winters demonstrating its vigor, winter resistance and ability to come up year in and year out. The pert faces of this hardy Viola are always cheerful, always smiling up at you merrily. The 2½-in. flowers are borne on upright 6 to 8-in. stems. The compact, bushy plant does not mind having flowers and foliage freely cut for household use. The foliage is a rich dark green, an excellent contrast to the intriguing yellow flowers, which are always in evidence because of the unusually long period of bloom.

It will do well in the border, particularly as an edging and also in combination with Viola Purple Heart. It is not too particular as to soil and will be a good rock-garden plant because of its low, spreading form.

Viola Yellow Vixen will find many uses in the garden and its constant show of color will be much appreciated.

75c each; 3 for \$2.00; 6 for \$3.75;
12 for \$7.50; 100 for \$50.00

**See also Viola
Purple Heart***Illustrated on back cover***PERENNIAL GROUP
OFFER**

1 each of all 9 Perennials illustrated
on these two pages

GROUP #668
(Value \$6.30)

SAVE \$1.05

\$5.25

Viola, Yellow Vixen

© J. & P. CO.

**VERONICA spicata
Crater Lake Blue**

(Below)

A marvelous new shade of blue. The only way we can think of to describe this color adequately is the bright hue of Oregon's Crater Lake. Clear, cool and long-lasting in your garden, the airy spikes are like the blue spires of fairyland. An established plant may enliven your garden with dozens of individual flower-spikes displayed generously for a long period in June. The plants, which grow 20 in. tall, do well in either full sun or partial shade.

65c each; 3 for \$1.75;
6 for \$3.25

Veronica,
Crater Lake Blue©
J. & P. CO.

**A RARE PRIZE! WINTER
BLOOMS FOR YOUR GARDEN!**

Christmas Rose

Helleborus niger altifolius

(Left)

Roses in winter! Not real roses, of course, but the rare and much-prized Christmas Rose. Actually blooms with the snows of late fall, at Christmas-time and right up until spring. This variety (*H. niger altifolius*) is much superior to the common *H. niger*. Grown by J. & P. from divisions of flowering plants, it will bloom for you next fall. Even when there is snow on the ground, it takes only a couple of mild days for this miraculous plant to produce its glacier-white blooms. The lovely 5-petaled flowers are 2 to 3 in. across, with a lively center of yellow stamens. The

leathery foliage literally hugs the ground. Flower clusters on 6 to 8-in. stems. The Christmas Rose is especially suitable for a protected place in front of evergreens or shrubs because of its rich low foliage and the masses of unusual flowers when there is nothing else in the garden. Given a protected location where it is partially shaded in the summer but receives winter sun, the Christmas Rose will form a broad low mass of handsome green. Once established, it should not be moved; allow it to spread, producing more and more of these lovely flowers each year.

\$1.50 each; 3 for \$3.75; 6 for \$7.50

Christmas Rose © J. & P.

Harvest Fire

Salmon Beauty

GIANT HARDY Phlox

**FOR THOSE HOT
MIDSUMMER MONTHS**

Four Favorite Phlox

Two plants of each:

**HARVEST FIRE
APPLE BLOSSOM
SALMON BEAUTY
SAN ANTONIO**

Group #678

Value \$4.60
Save 75c

**\$3.85
Only**

Apple Blossom

HARVEST FIRE

(Top, Above)

Sets the garden afire with a fiery glow! Salmon-orange flower-heads of enormous size are gorgeous in July and August. Bottom branching. Individual florets 1½ to 2 in. across. Clean, healthy foliage. Long bloomer. Grows to 30 in. Magnificent in mass plantings.

55c each; 3 for \$1.50; 6 for \$2.75

APPLE BLOSSOM

(Above)

One of the loveliest pastel shades. A cool, refreshing color for hot August days. Blends beautifully with the other plants in your garden. Soft apple-blossom-pink; 2 to 2½-in. florets. Pyramidal flower-heads with side spikes following freely. 2½ to 3 ft. tall.

55c each; 3 for \$1.50; 6 for \$2.75

SALMON BEAUTY

(Top, Right)

A white eye in the giant salmon-pink florets makes Salmon Beauty one of the most colorful of all Phlox. Particularly useful with white, yellow and pale blue flowers. The warm tones blend richly with other Phlox colors. Large florets, 1½ to 2 in.; 30 in. tall.

55c each; 3 for \$1.50; 6 for \$2.75

SAN ANTONIO

(Above)

Immense heads of deep, non-fading, blood-red florets are always fine in color. Produced freely in late July and August on vigorous plants 2½ to 3 ft. high. Set them out in your garden this fall for a mass of rich, royal red next summer. Makes a striking accent plant in any garden.

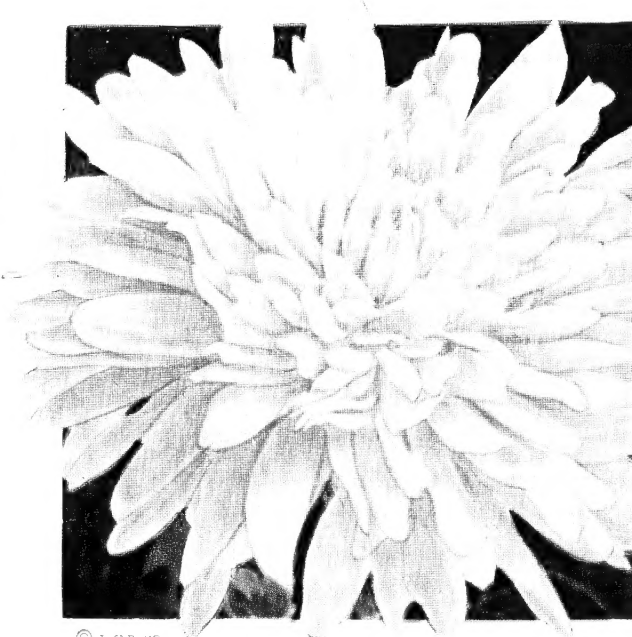
65c each; 3 for \$1.75; 6 for \$3.25

San Antonio

J. & P. "Mums" MAKE MAGNIFICENT FALL DISPLAYS



Maroon
'n' Gold



Avalanche

MAROON 'n' GOLD

Mahogany buds shaded maroon with a rich golden reverse on the petals. The ensemble gives a gay maroon and gold effect. 4-in. flowers on 18 to 24-in. plants. Bloom late Aug. Very frost-resistant.

55c each; 3 for \$1.50; 6 for \$2.75

AVALANCHE

The best large white. Perfect, fully open, double blooms from Sept. 'til freezing weather. One of the first to bloom. 4-in. flowers with a faint, creamy center in the part-open stage. 2 ft.

65c each; 3 for \$1.75; 6 for \$3.25

SEPTEMBER DAWN

The gorgeous deep pink of an autumn sunrise. Sturdy, generous with its 3 to 3½-in. flowers on lovely 2½-ft. plants. A pink that blends with bronze and copper; late Sept.

60c each; 3 for \$1.60; 6 for \$3.00

MRS. PIERRE S. du PONT III

A very popular bronze, dominant color. Soft peach tinted with rosy salmon and fawn shades. General effect is iridescent bronze. 3 to 4-in. flowers from early Oct. until frost, on 2½-ft. plants.

65c each; 3 for \$1.75; 6 for \$3.25

RED VELVET

Rich velvet crimson with a glowing sheen gradually changing to even darker crimson. 3 to 3½-in. blooms on strong stems. Sturdy, erect, clean-growing, 2-ft. plants in radiant bloom from early Oct.

65c each; 3 for \$1.75; 6 for \$3.25

EUGENE A. WANDER

Brilliant golden yellow, 4½ to 5 in., double. Borne so freely in clusters that the plant is almost entirely covered. Very early bloomer. Dwarf; 18 in. tall. The finest early Mum; in full flower by Sept. 10.

65c each; 3 for \$1.75; 6 for \$3.25

CHIPPEWA

Glorious warm dubonnet color tone . . . deep in the bud and lighter as the flower develops. Brilliant and sparkling, fully double, 4-in. flowers on 24-in. plants. Starts blooming late Sept., continuing until killing frosts.

75c each; 3 for \$2.00; 6 for \$3.75

LAVENDER LADY

Queen of all garden Mums. This is a rare, lovely lavender-pink with beautiful, large, 4-in. flowers. Prolific producer from late Sept. until severe freezing weather. Plants 24 in. tall.

55c each; 3 for \$1.50; 6 for \$2.75

BUTTERBALL

One of the earliest of the fall Mums. Blooms from end of Aug. until severe frost. A low mass of long-lasting, brilliant yellow, Butterball grows to a height of 15 in., with 1½ to 2-in. flowers covering the plant.

65c each; 3 for \$1.75; 6 for \$3.25

Red Velvet
(Directly below
Mrs. Pierre S. du Pont III)

Chippewa

September
Dawn

Mrs.
Pierre S.
du Pont
III

GROUP #688

Chrysanthemums

All Shades All Season

9 varieties illustrated on this page

9 PLANTS, one
of each \$4.75

Value \$5.70 Save 95c

Butterball



Lavender Lady

Eugene A.
Wander

Dwarfer Dwarf Apples



BETTER, EARLIER FRUIT ON LONG-LIVED TREES THAT STAY DWARF

Now you can plant Apple trees in even the smallest garden plot and enjoy them all your life without ever crowding out your roses, perennials or other flowers. These amazing midget trees will bear fruit very young. You may even have blooms and a few Apples next spring and summer. When four years old, they will be in full bearing, with larger, more colorful Apples than you would get from large trees . . . yet these amazing Dwarfer Dwarf Apples grow only 5 to 6 ft. tall.

May Be Planted Anywhere

Because of their dwarf, dense form they do not interfere with the growth of flowers right up and around them. Trees may be planted as close as 6 ft. apart and yet they will have adequate room for normal development. Plant them 10 ft. apart and you can have a miniature apple orchard.

A Horticultural Triumph

J. & P. Dwarfer Dwarf Apple trees are grown from buds grafted on a special rootstock which originated in England. This amazing rootstock performs the miracle . . . the trees stay dwarf, the Apples ripen two weeks earlier, and they usually bloom and bear fruit the very next year after they start to grow. Unless there are other Apple trees nearby, plant two or more varieties to be sure of correct pollination.

OUTSTANDING VARIETIES TO SELECT

Red Delicious. Large, dark red with firm crisp flesh of excellent quality and flavor. Bears regularly; tree perfectly hardy, easy to take care of. This favorite is splendid for eating and is perhaps best known as the widely sold fruit-stand Apple.

McIntosh. One of the most popular Apple favorites. Fine textured, firm and crisp; juicy; very refreshing. Beautiful coloring. Widely known for its splendid eating quality. Why not grow these on your own ground and enjoy them fresh from your own trees?

Northern Spy. Bright red, crisp, juicy, delicious. Fine for cooking.

Cortland. A newer favorite having the splendid quality and flavor of the McIntosh but has firmer flesh and keeps longer.

Yellow Transparent. One of the finest of the early yellow Apples. Usually ripens the first week in August. Slightly acid flavor, making it excellent for cooking. Bears profusely.

Yellow Delicious. Bright golden yellow. Solid, firm meat. Very good keeper. Some say this is the best yellow Apple.

Jonathan. Beautiful brilliant red color. Highly flavored and splendid for cooking, desserts, pies, etc.

Children enjoy these miniature fruit trees that bear such luscious perfect fruit down low where the kiddies can watch the blooms and the young fruit develop. A complete nature-study course for the children, and of never-ending interest to any member of the family.

BEAUTIFUL AND FRAGRANT FLOWERING TREES IN THE SPRING

Early in the season every branch will be covered with lovely fragrant blooms as exquisite as Flowering Crabs and the widely loved Flowering Cherries. So profuse, so handsome, they are a garden decoration in themselves.

Ideal for the modest garden where you don't have room for large fruit trees. Dwarfer Dwarf Apples serve the double purpose of being handsome specimen flowering trees when they

are covered with blooms in the spring, and then later in the season they reward you with fabulous quantities of delicious, juicy, fine-textured, gorgeous Apples.

Few other plants have the unique advantage of being both beautiful and practical. Few other plants will arouse so much curiosity and interest and give you such waves of pride and personal enjoyment.

**3 to 4-ft. trees 2-year-old
nursery-grown. Prepaid**

Only \$3.00

3 of one kind for \$8.25

DWARF BARTLETT PEARS

Most widely known and undoubtedly the finest all-round Pear. Large golden fruit has reddish blush; flesh is tender and juicy, marvelous for eating. Grows well in almost any soil or location.

**\$3.00 each;
3 for \$8.25**

Winter Protection of Roses . . .

If you live where the temperature drops to zero, winter protection of your roses is advisable. Doing this is quite simple and will give you more vigorous plants and more profuse, more beautiful roses in your garden next June.

Hybrid Teas and Floribundas

Soon after the first killing frost, cut your plants back to 18 or 20 inches. Then apply J. & P. Rose Spray or Rose Dust to the bushes and to the soil around them. This kills diseases or insects which live over the winter in the soil. Then make a mound of earth 6 to 8 inches high around the base of each plant, covering the hip or graft and the lower portion of the stems. After the ground is frozen, add a covering of leaves, straw, or salt hay to protect the tops.

Climbing Roses

In moderate climates or when growing in a protected location, simply tip the long canes off their support toward the ground and throw straw or leaves over the

canes. You may also wrap the plant with several thicknesses of burlap. In an exposed position or in zero climates, lay the tops flat on the ground. Bring the branches over to the ground and peg them down, cover with soil and apply J. & P. Spray or Dust liberally. After the ground is frozen, add straw, leaves or evergreen branches.

Tree Roses

In all but the mildest climates, Tree Roses must be well protected. It is advisable to dig the soil away from one side of the plant and then gently tip the plant over to the ground and peg it down. Apply J. & P. Spray or Dust liberally to the plant and then cover the entire top and stems with soil. After the ground is frozen, add straw, leaves or evergreen branches.

OWN-ROOT
J & P
FRENCH HYBRIDS

Modern Lilacs

French Hybrids For Better Blooms

Choose your varieties from these illustrations

FALL
IS THE TIME
TO PLANT
LILACS



Paul Harriot

©
J. & P.
CO.

These gorgeous French Hybrids far surpass all others. We offer the best varieties . . . selected for larger florets, richer colors, broader spikes, more to a cluster. Every variety shipped to you is *faster-growing* and *younger-blooming*. Fragrant beyond description, will make your garden or home more attractive and colorful.

Plant them this fall and enjoy the first rich bloom in your garden next spring. Every bush guaranteed to live and bloom in your garden.

President
Lincoln

Paul
Thirion

Ellen Willmott

Mme. A. Buchner

Start Blooming Next Year!

THOUSANDS of these plants have already set flower-buds this summer. Many bloomed last May. You may have some flowers next spring—you'll have **PLENTY** the following year, and **EVERY YEAR!** Grown the longer way at higher cost (*own-root*, not budded, so wild sucker growth can never come)—for infinite long life, rapid growth and every-year bloom. **Strong 3-yr. plants**, worth ten times as much as old-fashioned kinds.

Loveliest Kinds and Colors

These Six Pictured

Paul Thirion (d) Bright, rich red buds open to intense rosy claret.
President Lincoln (s) True blue. Best of the blues, cool, refreshing.
Katharine Havemeyer (d) Rosy lavender, very full, immense spikes
Ellen Willmott (d) Radiant white, giant florets, lovely day and night.
Mme. Antoine Buchner (d) Lovely pastel pink; blooms freely.
Paul Harriot (d) Rich glowing purple, deepest and darkest of all nine.

Three More Favorites

Ambassadeur (s) New, lovelier—very large, enchanting poudre blue.
Candeur (s) Chaste white, with rare grace and exquisite perfume.
Lucie Baltet (s) Beautiful pastel pink, unlike any other Lilac.

(d) means double (s) means single

3-year plants
Prepaid, each \$2.50

Any 3 for \$6.25

Special Offers
Group #698. All 6 J. & P. French Hybrid Lilacs Pictured, 1 of each (value \$15.00) **\$12.50**
Group #718. All 9 J. & P. French Hybrid Lilacs, 1 of each (value \$22.50) postpaid **\$18.75**

← Katharine Havemeyer

Free to your friends at Christmas . . . this beautiful Rose Souvenir for each Gift Order of Rose Plants you wish sent them next spring.



Christmas Gifts Supreme!

Just pick out the plants you would like to give—and we will send them to your friends in time for spring planting. And at CHRISTMAS-TIME we will send each of them, FREE, this exquisite, handmade Rose (in a lovely transparent container, as shown here) with a holiday greeting card on which we will fill in your name—as a token of the real Rose plants they are to get as a gift from you!

At Christmas, your friends will receive this

Free Token Rose Souvenir

In the spring, at planting time, they receive your gift of any plants you have chosen



HERE'S ALL YOU HAVE TO DO:

1. Make your selection of gift plants from the favorites listed at the right. Or, if you prefer, choose any plants or groups listed in the catalog. On this offer, each gift order must be for at least \$3.00.

2. Fill out NOW the special Christmas Order Blank enclosed with this catalog.

3. Just before Christmas we will send out the free souvenir packages, containing the beautiful Token-Rose, with a holiday greeting card. The greeting card opens up to form a holiday Gift-Certificate, listing your name and that of your friend. It tells the plant names and states they will be sent in time for spring planting.

4. In the spring, at the proper planting time, we will send the plants postpaid to those to whom you have presented them.



A Unique Gift Your Friends Will Cherish for Years!

Imagine the thrill these gifts will bring! Not only at Christmas-time, when your friends and loved ones will receive their beautiful Souvenir Rose—but also in the spring, when the Rose plants themselves will be sent, all ready to grow.

ORDER EARLY

This J. & P. "Roses for Remembrance" idea has gained tremendous popularity. Please send in your order as soon as possible. No orders can be accepted later than Dec. 15. Still better, why not make up your gift-list NOW—while the thought is fresh in your mind? Send the enclosed order blank TODAY!

HERE ARE SOME GIFT SUGGESTIONS

| | |
|---|--------|
| X-30—Two Most Popular Hybrid Teas—1 Diamond Jubilee, buff; 1 New Yorker, red. | \$4.00 |
| X-31—1 New Yorker, red; 1 Eclipse, yellow | 3.35 |
| X-32—1 Mary Margaret McBride, pink; 1 New Yorker, red. | 3.50 |
| X-33—Two New Hybrid Teas—1 Valliant, red; 1 Mme. Henri Bonnet, pink | 4.00 |
| X-34—1 New Yorker, red; 1 White Briarcliff, white | 3.35 |
| X-35—Special J. & P. Group Offer (see page 19) | 9.90 |
| X-36—Floribunda Group—1 Goldilocks, yellow; 1 Mariette, white; 1 Pink Bountiful, pink | 4.00 |
| X-37—Two New Floribundas—1 Lavender Pinocchio, lavender; 1 Holiday, pink & yellow | 3.50 |
| X-38—1 Tree Rose, red | 5.00 |

A GIANT VIOLET... NOT A PANSY

FAMOUS EVERBLOOMING PERENNIAL

Viola Purple Heart

(Plant Patent No. 671)

Flowers Year After Year from Spring Till Snow Flies

Purple Heart Viola is sweeping across the gardens of America like wild fire. They are so easy to grow, demand little care. Truly an everblooming perennial that will blossom profusely from spring till snow flies year in and year out. Huge velvety deep violet-blue flowers as large as 3 inches across on stems 7 to 8 inches long. Every plant will spread into a broad low mass of constant color.

3 for \$2.00; 6 for \$3.75; 12 for \$7.50; 25 for \$13.75; 50 for \$27.50; 100 for \$50.00

Only 75c Each Postpaid

Jackson & Perkins Co.

World's Largest Rose Growers

NEWARK, NEW YORK • THE ROSE CAPITAL OF AMERICA

© J. & P. CO.